

# MEDIA ADVISORY

## FOR IMMEDIATE RELEASE



### **Academy Sports + Outdoors Hosts University of Arkansas Razorbacks Football Season Kickoff Celebration at all Arkansas locations**

*The first 100 customers have a chance to win great prizes including season opener VIP packages*

**WHO:** Academy Sports + Outdoors and University of Arkansas football fans

**WHEN:** Saturday, Aug. 27, 2011 beginning at 8 a.m.

**WHERE:** 11400 West Markham  
Little Rock, Ark. 72211

6100 Warden Road  
Sherwood, Ark. 72120

5001 Phoenix Ave.  
Fort Smith, Ark. 72903

3855 South 26<sup>th</sup> Street  
Rogers, Ark. 72758

**WHY:** All Academy Sports + Outdoors locations in Arkansas will host a Razorbacks football season kickoff celebration. The first 100 customers will receive a scratch-and-win card where prizes include season opener VIP packages, tailgating gear (grill, canopy and tailgating games), and merchandise autographed by Head Coach Bobby Petrino. There will be free hot dogs and bottled water beginning at 11 a.m. while supplies last. Fans can also register all season long for tickets and pre-game hospitality to Razorbacks home football games.

**PHOTO OP:** Photograph and film Razorbacks fans participating in contests to win season opener VIP packages, tailgating gear, autographed merchandise and more.

**FACEBOOK:** All Academy Sports + Outdoors locations in Arkansas will host a Razorbacks football season kickoff celebration beginning at 8 a.m. on Saturday, August 27 which will give fans the chance to win great Razorbacks prizes.

**TWEET:** All @academydotcom stores in Arkansas will host a @ArkRazorbacks football kickoff celebration on 8/27 starting at 8am. <http://on.fb.me/nXR7qB>

#### **About Academy Sports + Outdoors**

Academy Sports + Outdoors is a premier sports, outdoor and lifestyle retailer with a broad assortment of quality hunting, fishing, and camping equipment and gear along with sports and leisure products, footwear, apparel and much more. The Texas-based company operates 134 stores throughout Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee, and Texas. The Academy Sports + Outdoors philosophy is to deliver an unparalleled shopping experience by providing convenience, offering a broad selection of quality products, delivering exceptional customer service and selling the right stuff at every day low prices. For more information about Academy Sports + Outdoors visit [academy.com](http://academy.com), [facebook.com/academysportsandoutdoors](http://facebook.com/academysportsandoutdoors), [twitter.com/academydotcom](http://twitter.com/academydotcom) and [youtube.com/academydotcom](http://youtube.com/academydotcom).

###