

# **MEDIA ADVISORY**

## **FOR IMMEDIATE RELEASE**



### **Academy Sports + Outdoors in San Marcos Hosts Texas State Football Kickoff Celebration featuring Head Coach Dennis Franchione**

*Free autograph sessions with Dennis Franchione, the Texas State Cheerleaders and Strutters*

- WHO:** Academy Sports + Outdoors, Texas State Head Coach Dennis Franchione, the Texas State Cheerleaders and Strutters
- WHEN:** Saturday, Aug. 27, 2011  
12:00-3:00 p.m.  
Texas State Cheerleaders – 12:00-1:00 p.m.  
Dennis Franchione – 1:00-2:00 p.m.  
Texas State Strutters – 2:00-3:00 p.m.
- WHERE:** 550 Barnes Drive  
San Marcos, Texas 78666
- WHY:** Academy Sports + Outdoors will host a Texas State football kickoff celebration featuring free autograph sessions with Head Coach Dennis Franchione, the Texas State Cheerleaders and Strutters. Fans can register to win the Ultimate Texas State Tailgate Package, and there will be an opportunity to register to win the title of Junior Captain of the Game for each Bobcats home game throughout the season. There will also be free hot dogs and beverages while supplies last, and fans who purchase \$25 in Texas State merchandise will receive a free GA ticket to a game this season.
- PHOTO OP:** Photograph and film Bobcats fans interacting with Dennis Franchione, the Texas State Cheerleaders and Strutters.
- FACEBOOK:** Academy Sports + Outdoors in San Marcos will host a Texas State football kickoff celebration on Saturday, August 27 with free autograph sessions from Dennis Franchione, the Texas State Cheerleaders and Strutters.
- TWEET:** Fans can visit @academydotcom in San Marcos on 8/27 between 12-3pm for a @TXSTATEBOBCATS football kickoff celebration. <http://on.fb.me/oECvBz>

#### **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.