

# **MEDIA ADVISORY**

## **FOR IMMEDIATE RELEASE**



### **Academy Sports + Outdoors opens third Atlanta-area store this year in Cumming**

**KATY, TX (Nov. 4, 2011)** – Academy Sports + Outdoors (d/b/a Academy) today opened its newest location in Cumming, Georgia, which is the company's third store to open in the Atlanta-area this year. This new location is over 72,000 square feet and located at 320 Peachtree Parkway. Academy has created over 350 jobs in the Atlanta market between its three stores in McDonough, Snellville and Cumming.

Along with the same everyday low prices and great customer service that customers in McDonough and Snellville have come to expect, this new location will also feature an archery lane and a digital golf simulator. The store also provides the same services customers have come to expect from Academy including hunting and fishing licenses, scope mounting, bore sighting, line winding/spooling, propane exchange and racquet stringing.

"We are thrilled to open an Academy Sports + Outdoors location in Cumming - our third new store in the Atlanta area this year," says Kevin Chapman, Academy Sports + Outdoors senior vice president of stores. "We have brought more than 350 jobs to this city in the last eight months, and our associates have done an incredible job introducing our brand to a whole new audience. With the fast approaching holidays, our stores will offer customers in McDonough, Snellville and Cumming with a convenient, one-stop shopping destination for everyone on their holiday list."

The three-day grand opening celebration starts at 8 a.m. on Friday, Nov. 18 when Academy Sports + Outdoors gives away free Crocs to the first 100 customers. The celebration will continue throughout the weekend and will feature daily giveaways, prizes, product try-ons, interactive demos, product displays, games, plus opportunities to interact with pros who represent top brands sold at Academy Sports + Outdoors. Among the free giveaways are shoes from Crocs, wristbands from Power Balance, products from Columbia and more.

Yesterday, store director Kevin Duncan cut the ribbon and opened the store for a give-back event, for 30 kids from the Forsyth County Family YMCA. The children were the first customers of the new store, and each child received a \$100 Academy gift card to shop with and their own personal Academy shopping assistant.

#### **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 138 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](https://www.facebook.com/academysportsandoutdoors), [twitter.com/academydotcom](https://twitter.com/academydotcom) and [youtube.com/academydotcom](https://www.youtube.com/academydotcom).

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