

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Academy Sports + Outdoors Teams Up with the Shreveport Police Department to Provide 10 Children with Fishing Shopping Spree

Each child will receive a \$100 Academy gift card

WHO: Academy Sports + Outdoors, Shreveport Police Department, Wayne Smith (Chief of Police), Antwoine White (Deputy Chief of Police)

WHAT: Ahead of the Shreveport Police Department's Kids Fishing Camp on Saturday, June 25th, Academy Sports + Outdoors will provide 10 campers with a \$1,000 shopping spree. Each child will receive a \$100 gift card and be paired up with an officer to shop for new fishing gear and equipment.

Academy Sports + Outdoors will also provide the police department with a donation of \$1,300 worth of life jackets to encourage kids to stay active and safe this summer. Chief of Police, Wayne Smith, and Deputy Chief of Police, Antwoine White, will be present to accept the donation on behalf of the department.

WHEN: **Thursday, June 23**
4:00 p.m.

WHERE: **Academy Sports + Outdoors**
210 E Bert Kouns Industrial Loop
Shreveport, LA 71106

PHOTO OP: Capture Academy Sports + Outdoors surprising local children with a fishing shopping spree + watch as Academy donates \$1,300 worth of life jackets to the Police Department

About Academy Sports + Outdoors

Academy is a leading full-line sporting goods and outdoor recreation retailer in the United States. Originally founded in 1938 as a family business in Texas, Academy has grown to 260 stores across 16 states. Academy's mission is to provide "Fun for All" and Academy fulfills this mission with a localized merchandising strategy and value proposition that strongly connects with a broad range of consumers. Academy's product assortment focuses on key categories of outdoor, apparel, sports & recreation and footwear through both leading national brands and a portfolio of private label brands. For more information, visit www.academy.com.

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