MEDIA ADVISORY FOR IMMEDIATE RELEASE

Margot Ledet
Senior Public Relations Specialist
281-723-7201 (cell)
Margot.ledet@academy.com

Academy
SPORTS+OUTDOORS®

Shop with a Cop: Academy Sports + Outdoors Provides 20 Youth a $2,000 Shopping Spree

The donation will take place ahead of National First Responders Day

WHO: Academy Sports + Outdoors, Shreveport Police Department, Shreveport Fire Department, Caddo Parish Sheriff's Office, City Marshall's Office, Louisiana State Police, 20 youth from The Salvation Army Boys & Girls Club of Shreveport

WHAT: Ahead of National First Responders Day on Oct. 28, Academy Sports + Outdoors will provide a $2,000 shopping spree to 20 local youth with the Salvation Army Boys & Girls Club of Shreveport. Each youth will receive a $100 Academy gift card and the chance to shop alongside a local first responder.

Academy Sports + Outdoors will also provide a $1,000 gift card to help purchase items for the annual Trunk or Treat taking place on Oct. 28 at Safety Town 9010 Jewella Ave starting at 4:30 p.m.

Academy Sports + Outdoors is offering military and first responders 10% off purchases in store and online until Nov 13 as a thank you for their service.

WHEN: **Wednesday, October 26**[th]
5:00 p.m.

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

PHOTO OP: Capture content as youth shop with a cop

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 265 stores across 17 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.