

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Academy Sports + Outdoors partners with Shreveport Police Department to surprise 10 kids with back-to-school shopping sprees *Ten kids will receive a \$150 gift card shop the store for back-to-school essentials*

WHO: Academy Sports + Outdoors; Shreveport Police Department; Chief of Police Wayne Smith; Community Renewal International Inc.

WHAT: Academy Sports + Outdoors is partnering with Shreveport PD to surprise 10 kids with Community Renewal International with a back to school shopping spree. Each child will be given a \$150 Academy gift card to shop alongside Police Chief Wayne Smith and other Shreveport PD officers for new shoes, clothes, backpacks, lunchboxes, sports equipment, and other essentials for the new school year.

Academy's donation is one of several across its footprint to help deserving children get the essentials they need ahead of the school year.

WHEN: Thursday, August 3rd, 2023
3 p.m.

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

PHOTO OP: Media are invited to watch as the kids are surprised with the gift card and shop alongside Shreveport PD officers for back-to-school essentials.

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 270 stores across 18 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.

About Community Renewal International

Community Renewal International is a non-profit organization working to restore safe and caring communities through personal relationships. Community Renewal restores hope, rebuilds communities, and renews the spirit of cooperation in every segment of the community.

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