

Academy Sports + Outdoors Surpasses 300 Stores with First Locations in Pennsylvania and Maryland

March 27, 2025

Company plans to open a total of 20-25 new stores in fiscal 2025, including five in Q1

KATY, Texas, March 27, 2025 /PRNewswire/ -- [Academy Sports + Outdoors](#) ("Academy" or the "Company") ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, is excited to announce it has surpassed 300 stores after opening its first locations in York, Pa., Harrisburg, Pa., and Hagerstown, Md. These stores also mark Academy's first locations in Pennsylvania and Maryland, increasing the retailer's footprint to 21 states. In addition, Academy opened a new store in Kansas City, Mo. in March, and will open another new location in Charlotte, N.C. in April. The company plans to open a total of 20-25 new stores in its 2025 fiscal year.



As part of its commitment to making a positive impact and investing in these local communities, Academy is donating more than \$40,000 to support over 350 children through local Boys & Girls Clubs in these five communities. NFL star and Harrisburg native, Micah Parsons, joined Academy at its Harrisburg, Pa. grand opening where he took 100 local kids on a shopping spree while Pittsburgh Panthers running back, Juelz Goff, took another 100 kids on a shopping spree at the York, Pa. store. Their involvement highlights the importance of community support and the role of local heroes in inspiring the next generation to have fun out there.

"Academy's continued new store expansion reinforces our commitment to helping more customers and communities have fun out there. With the opening of these five new stores, we're expanding access to the best apparel, footwear, sports and camping equipment," said Eric Friederich, senior vice president of retail operations at Academy Sports + Outdoors. "Opening our 300th store and growing into two more states are exciting milestones, and we look forward to continuing our growth into new markets and becoming the go-to destination for customers looking for a localized assortment with the top brands at the lowest prices."

2025 Q1 New Store Opening Locations
Harrisburg, Pennsylvania
York, Pennsylvania
Hagerstown, Maryland
Kansas City, Missouri
Charlotte, North Carolina

In 2023, Academy [opened a total of 14 new stores](#) across 6 different states. The following year, in 2024, Academy's expansion efforts resulted in [opening 16 new stores across 10 different states](#), including its first locations in Ohio.

Every Academy store is a fun destination where families can find apparel, footwear, sports and camping equipment, hunting and fishing gear, outdoor cooking, and more from top national brands at an everyday value. Academy also [offers free services](#) such as grill and bike assembly, scope mounting, bore sighting, line winding/spooling, and propane exchange. Hunting and fishing licenses are also available to purchase in stores.

Additionally, Academy offers tremendous value and quality through its exclusive, private label brands such as [Magellan Outdoors](#), [Freely](#), [R.O.W.](#), [BCG](#), [H2OX](#), [Redfield](#), and [Mosaic](#), which offer great choices for outdoor apparel and equipment, women's and men's apparel, workout attire, fishing equipment, hunting optics and accessories, and outdoor furniture, respectively.

Customers can find the best assortment of athletic and casual shoes, sports and outdoors equipment, and clothing from top national brands such as Nike, adidas, L.L.Bean, Carhartt, YETI, Stanley, Marucci, Titleist, Shimano, Brooks, Blackstone, Owala and more, in-store, [online](#), and through the [Academy mobile app](#).

Customers are invited to sign-up for Academy's rewards program, [myAcademy](#), which includes a 10% welcome offer, lower free shipping minimum (\$25), insider access to personalized offers, deals and products, faster online and in-app checkout, and an annual birthday reward. See [Terms](#) for more details.

The five new stores are expected to bring about 300 total new jobs to their local communities. Individuals interested in careers at Academy can visit careers.academy.com to apply for open positions.

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 more than 300 stores across 21 states and counting. 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.

Forward Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements are based on Academy's current expectations and are not guarantees of future performance. Forward-looking statements are usually identified by or are associated with such words as "intends," "will," "plan," "believe," "expect," "may," and/or the negatives or variations of these terms or similar terminology. Actual results may differ materially from these expectations due to changes in global, regional, or local economic, business, competitive, market, regulatory and other factors, many of which are beyond Academy's control. Important factors that could cause actual results to differ materially from those in the forward-looking statements are set forth in Academy's filings with the U.S. Securities and Exchange Commission (the "SEC"), including Academy's Annual Report on Form 10-K under the caption "Risk Factors," as may be updated from time to time in our periodic filings with the SEC. Any forward-looking statement in this press release speaks only as of the date released. Academy undertakes no obligation to publicly update or revise any forward-looking statement, except as may be required by any applicable securities laws.

Media Contact: Shane Carlisle, Public Relations Manager, shane.carlisle@academy.com



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