Academy Sports + Outdoors is Helping Customers Get More Without Spending More this Back-to-School Season

July 22, 2025

Company holds prices on youth apparel and footwear, and continues to offer everyday value

KATY, Texas, July 22, 2025 /PRNewswire/ -- Academy Sports + Outdoors remains committed to being a key destination for Back-to-School and Back-to-Sport shopping by offering a wide selection of apparel, footwear, backpacks and lunch boxes, sports and outdoor gear, and more at market-leading everyday value. We know that our customers have many shopping options, and we're providing multiple ways for them to stretch their budget and get everything on their list.

"We want our customers to make the most of their budget this back-to-school season. They shouldn't have to choose between function or fashion; they should be able to shop a wide range of great brands and products at unbeatable prices. That's why we're leaning into value and offering promotions on all the must-have brands and items that kids will need in the classroom or on the field," said Steve Lawrence, Chief Executive Officer.

Key ways we are offering value during back-to-school include:

- Holding prices on youth apparel and footwear products from last year.
- Offering market-leading everyday value pricing on essentials from top brands such as Nike, Adidas and Under Armour as well our private brands including BCG, Freely, R.O.W and Magellan Outdoors.
- Turning up the savings during Tax-Free events (in participating states) with standout promotions – like Hot Deals on the latest arrivals – available both in-store and on Academy.com.
- Rolling out the newest products from brands such as Jordan Brand, Birkenstock, Converse, Owala, HydroJug and Burlebo.
- For even more savings, customers can shop with their Academy Credit Card and receive an incremental 5% off on all purchases. New Academy Credit Card cardholders receive $15 off their first purchase after approval.
- Supporting teachers, administrators, and other school staff, with a 10% discount on their purchases from July 27 through August 31.
- myAcademy rewards members can take advantage of the lower free shipping minimum ($25), 10% off their first purchase, insider access to personalized offers, deals, and products, as well as faster online and in-app checkout, when shopping for school essentials.
- Offering multiple shop-now, pay-later options such as Klarna, Sezzle, Bread Pay, and PayPal.
- Guaranteeing the best price — every time and every day. Academy beats competitor prices by 5% so you can always know you're getting the best deal.

To learn more, visit Academy.com.

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.

Media Contact: Allan Rojas, Director, Communications,

SOURCE Academy Sports + Outdoors