

Academy Sports + Outdoors Unwraps this Holiday Season's Top Gifts Delivering Legendary Value and Undefeatable Prices

November 6, 2025

Company has curated gifts for every budget, family, and adventure

KATY, Texas, Nov. 6, 2025 /PRNewswire/ -- This holiday season, [Academy Sports + Outdoors](#) ("Academy" or the "Company") (Nasdaq: ASO) is making it easier than ever for families to create lasting memories without breaking the bank. With unbeatable deals on top brands, a wide assortment of gifts for every age and interest, and exceptional value through exciting promotions and fun products, Academy is your one-stop shop for the holidays.



"At Academy Sports + Outdoors, fun can't lose — especially during the holidays," said Matt McCabe, Academy Sports + Outdoors Executive Vice President and Chief Merchandising Officer. "To help our customers stretch their budget this holiday season, we're offering great products at undefeatable prices in-store and online so everyone can enjoy the most wonderful time of the year."

Whether you're shopping for the adventurer, the athlete, or the holiday enthusiast, Academy has a [gift guide](#) that can help with this season's must-have purchases for everyone on your list:

- [Turtlebox Ranger Speaker](#) – rugged, waterproof, and built for outdoor gatherings
- [adidas FIFA World Cup 2026™ Home Jerseys](#) & [adidas FIFA World Cup 2026™ TRIONDA Soccer Balls](#) – perfect for fans and backyard matches
- [Ray-Ban Wayfarer Meta Sunglasses](#) – iconic style meets smart tech
- [Caldwell Claycopter Hand-Held Thrower](#) – keep your aim sharp with high-flying fun
- [Urevo Mini Walking Pad](#) – stay active indoors with sleek fitness gear
- [Nike 270s](#) – stylish upgrades for sneaker lovers
- [Burlebo Fleece Tops](#) & [Nike Fashion Fleece](#) – cozy layers for cold-weather comfort
- [Hydrojug 32oz Printed Traveler Tumbler](#) – hydration with personality
- [Mystery Tackle Box Advent Calendar](#) – 12 days of fishing surprises
- [Grinch Crocs](#) – festive, comfy, and guaranteed to be fun
- [FeatherSnap Scout WiFi Smart Bird Feeder](#) – don't miss a moment outdoors

Plus, Academy's shelves are stocked with top value gifts such as [Nike Pacific Shoes](#), [Carhartt Beanies](#), and the [Lowrance Eagle Eye 9 Live Sonar Fish Finder](#) — all curated to make the most out of every budget. Academy is also continuing to offer everyday value on private brand favorites during the holidays including the [Magellan Outdoors Laguna Madre Fishing Shirts](#), [Outdoor Gourmet 3 Burner Gas Grill](#), and much more.

Throughout the holidays, Academy will offer deals on fun products for the whole family including:

- [Hot Deals](#) from Monday, October 20 to Wednesday, December 24
- **Black Friday Week Deals** from Thursday, November 20 to Friday, November 28
- **Black Friday Doorbusters** from Thursday, November 27 to Friday, November 28
- **Cyber Week Sales** from Sunday, November 30 to Sunday, December 7
- **Last Minute Gift Deals** from Thursday, December 18 to Wednesday, December 24

And to make holiday shopping work for even the busiest of schedules, Academy is offering:

- Extended store hours, including opening at 5 a.m. on Black Friday
- Buy online, pick up in-store, DoorDash same-day delivery, and free shipping options
- [Gift cards](#) and [e-gift cards](#) for those hard-to-shop-for loved ones
- [myAcademy Rewards](#) perks like 10% off first purchase and free shipping over \$25
- [Academy Credit Card](#) benefits including 5% off and free shipping over \$15
- Our [best price guarantee](#) — every time and every day — by beating competitor prices by 5%

Academy stores will be closed on Thanksgiving Day to allow team members and customers time to make memories with loved ones. But starting Black

Friday, every day will feel like a win—with unbeatable deals and everyday value that make it easy to check off your list without checking your wallet.

To start your holiday planning now, visit [Academy.com](https://www.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.

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 may incorporate words such as "believe," "expect," "anticipate," "forward," "ahead," "opportunities," "plans," "priorities," "goals," "future," "short/long term," "will," "should," or the negative version of these words or other comparable words. 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. These and other 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 "Part 1A. 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 of this release. Academy undertakes no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws.

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