

# Celebrate Academy Sports + Outdoors Run Month with Exclusive Deals, Promotions and Gifts for Runners of All Experience Levels

March 5, 2026

*Company partners with Girls on the Run to outfit 80 youth athletes in brand-new running essentials*

KATY, Texas, March 5, 2026 /PRNewswire/ -- [Academy Sports + Outdoors](#) ("Academy" or the "Company") (Nasdaq: ASO) announced today that during Academy Run Month, a month-long celebration taking place Sunday, March 1, through Tuesday, March 31, it will equip runners of all experience levels with brand-forward deals, exclusive online offers, and in-store fit clinics to help runners put their best foot forward.



Whether runners are logging their first mile, training for their next marathon, or focusing on recovery, during Academy Run Month customers have access to an expanded assortment of the best gear from top brands, including: [Brooks](#), [Nike](#), [adidas](#), [ASICS](#), [New Balance](#), [Puma](#), and [OOFOS](#).

"Run Month is all about meeting our customers where they are, whether they're exploring running for the first time or chasing new personal records," said Academy Sports + Outdoors Executive Vice President and Chief Merchandising Officer Matt McCabe. "We're excited to offer valuable expertise, thoughtful gear selection, and meaningful community partnerships that support all runners on every step of their journey."

Throughout the month Academy is hosting more than 50 fit clinics at participating Academy stores in partnership with Brooks, Nike, adidas, ASICS, and Puma specialists to ensure runners find the perfect fit with personalized, data-driven assessments to determine which shoe is the best match. Whether focused on speed, comfort, or style, runners can find a clinic near them at [Academy.com/fit-clinics](#).

Plus, when shopping Academy's curated assortment online, runners can earn exclusive perks including a free brand-specific gift with purchase when they purchase select pairs of Brooks, Nike, adidas, ASICS, New Balance, or Puma shoes at [Academy.com](#), while supplies last.

And as part of its commitment to bringing more fun to local communities throughout its footprint, Academy is partnering with four [Girls on the Run](#) chapters to provide 80 youth athletes with brand-new running shoes. In total, the \$20,000 donation will support young runners in New Orleans, LA; Evansville, IN; San Antonio, TX; and El Paso, TX, helping them build confidence to stay active.

Every Academy store is a fun destination where families can find running essentials for the whole family including running headwear, shirts, shorts, socks, shoes, water bottles, sunglasses, hydration and electrolytes, training equipment, fitness accessories and more from top national brands at an everyday value. Academy also [offers free services](#) such as product delivery and assembly for select treadmills and running equipment to keep you moving no matter the destination.

At Academy, customers get the best deal – every time and every day. Academy guarantees the best value by beating competitor prices by 5%. 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 \$30 off their first purchase after approval.

Customers are invited to sign-up for Academy's rewards program, [myAcademy Rewards](#), which includes a \$15 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.

## 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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