

Academy Sports + Outdoors and Jacob Wheeler Celebrate 10 Years of Partnership

March 25, 2026

*Highlighted by performance-driven innovation, community impact and the evolution of
Magellan Outdoors Pro by Jacob Wheeler*

KATY, TEXAS (March 25, 2026) – [Academy Sports + Outdoors](#) (“Academy”) ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, is celebrating 10 years of partnership with professional angler Jacob Wheeler, marking a milestone of collaboration rooted in performance, innovation and giving back to the communities that fuel the sport of fishing. As part of the celebration, Academy and Wheeler are expanding the Magellan Outdoors Pro by Jacob Wheeler line of apparel with new colors and designs and an all-new technical hoodie.

Since first partnering in 2016, Academy and Wheeler have combined their expertise to deliver technical fishing gear at an everyday value through Academy’s private brands. In 2025, the partnership started a new chapter with the launch of [Magellan Outdoors Pro by Jacob Wheeler](#). Featuring performance-driven hoodies, shirts, shorts, pants, rain jackets, polos and more, the collection blends innovation with tailored fits and everyday versatility. Intentionally made for modern anglers, the line delivers high-quality yet affordable apparel that performs on and off the water.

Now, Wheeler and Academy are expanding the Magellan Outdoors Pro by Jacob Wheeler collection with new colors and designs, plus the all-new [Magellan Outdoors Pro by Jacob Wheeler Ventilated Hoodie](#). Sporting a performance fit, the hoodie is crafted from a polyester-spandex blend for lightweight comfort and stretch. Moisture-wicking technology helps keep anglers cool and dry, while antimicrobial properties work to reduce odor during long days on the water. Complete with long sleeves, integrated ventilation for enhanced breathability and a protective hood, it provides pro-level performance informed by Jacob’s hottest days on the water.

“Jacob has been a valued partner for Academy Sports + Outdoors and a strong ambassador for the Magellan Outdoors Pro brand,” said Eastin Jordan, Senior Vice President of Private Brands at Academy Sports + Outdoors. “His passion for family, fishing and fun aligns naturally with our values. Together, we’ve delivered trusted gear for anglers while making a meaningful impact both on and off the water.”

Beyond product innovation, Wheeler has worked with Academy to give back to local communities through shopping sprees and charitable donations. From youth organizations and local schools to coaches and deserving families, these philanthropic efforts have impacted Academy shoppers and team members throughout the company’s footprint.

“I’ve been fortunate to accomplish a lot in my career, but this milestone with Academy Sports + Outdoors is something I’m particularly proud of,” said Wheeler. “Over the years, we’ve built something special by focusing on what anglers truly need: gear that’s reliable, performance-focused and affordable. And beyond the gear, what’s meant the most is teaming up with Academy to make a real difference in the communities we both care about.”

Wheeler, an Indiana native, is one of the most accomplished anglers of his generation. At just 21 years old, he became the youngest angler ever to win the Forrest Wood Cup in 2012 and made history as the first competitor to win the first two Bassmaster Elite Series events of his career. Since joining the Bass Pro Tour, Wheeler has captured 10 tour victories and earned four Angler of the Year titles, including back-to-back honors in 2021 and 2022 and again in 2024 and 2025. Known for his consistency and dominance across multiple competition formats, the reigning Angler of the Year continues to solidify his legacy as one of professional fishing’s most decorated champions.

To [find a store](#) near you or to sign up for Academy’s rewards program, myAcademy® Rewards, 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](#).

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