

Academy Sports + Outdoors Named Official Retail Partner of Centr x HYROX Competition Gear

April 15, 2026

Company expands fitness assortment as part of its ongoing commitment to provide customers with quality gear at unbeatable prices, adding new and innovative gear that keeps racers at the forefront of the up-and-coming fitness trend



KATY, Texas (April 15, 2026) – [Academy Sports + Outdoors](#) (“Academy”) ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, announced its designation as an Official Retail Partner of [Centr x HYROX competition gear](#), expanding access to the official race gear of the HYROX fitness competition. Whether training for their first HYROX race or participating as a seasoned athlete, customers can find competition-grade Centr x HYROX gear at select locations and online at [Academy.com](#).

Competitors can now shop for equipment, accessories, and supplements:

- [CENTR HYROX Official Competition Power Rope](#) – Features a solid steel hook easily attaches the rope to the Power Sled for competition or training.
- [CENTR HYROX Official Competition Sandbag](#) – Designed with the Cordura® nylon shell with double-stitched seams enhance durability, and its dual Velcro® sealed inner bags help prevent leaks and moisture. The 7 non-slip handles offer versatile grips and angles.
- [CENTR HYROX Official Competition Power Sled](#) – Built with intentional handle knurling and hand-placement marking for a consistent grip.
- [CENTR HYROX Official Competition Octo Kettlebell](#) – Cast iron core and a commercial-grade CPU urethane coating ensures minimal bounce and durability.
- [CENTR HYROX Official Competition Wall Ball](#) – Non-slip, scuff-resistant vinyl shell for a consistent feel, double-stitched PVC outer shells holds its shape and maximizes grip.
- [CENTR HYROX Official Competition Wall Ball Target](#) – The heavy-duty, welded steel frame ensures stability under heavy use, and its powder-coat finish resists corrosion in high-traffic areas. The dual-target design accommodates 2 users or multiple rep heights.
- [PUMA Velocity Nitro 4 x HYROX Running shoes](#) – Available in [Men's](#) and [Women's](#), these shoes use nitro foam technology to give you a soft landing and plenty of energy return for every movement. Their lightweight mesh uppers keep your feet cool and comfortable while you move through different training stations. These are a top-tier choice for any athlete who wants reliable shoes that perform well for both running and strength work.
- [MyProtein HYROX Creatine](#), [MyProtein HYROX Preworkout Gel](#), [MyProtein HYROX Energy Gels](#) and [MyProtein HYROX Electro Hydration Mix](#) – Advanced supplements formulated to power you, pre- and post-workout.

To celebrate Academy's designation as an Official Retail Partner, the company partnered with Centr to host an in-store meet-and-greet and live product demonstration featuring elite athlete Lauren Weeks at Academy's Bunker Hill store, located at 9734 Katy Freeway, in Houston.

Academy Sports + Outdoors empowers athletes at every level to train with purpose, compete with confidence, and remember that when passion leads the way, fun can't lose.

To learn more about Academy Sports + Outdoors, 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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