

Academy Sports + Outdoors Helps Families Win Back-to-School and Back-to-Sport with Thousands of Lower Prices on Brands Families Know and Trust

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From footwear and apparel to backpacks and everyday essentials, Academy delivers back-to-school savings on style and sports essentials

KATY, Texas, July 23, 2026 /PRNewswire/ -- [Academy Sports + Outdoors](#) ("Academy") ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, is helping families make the most of the back-to-school season for less with a broad assortment of everything from first-day looks to top trends across apparel, footwear, backpacks, hydration, and everyday essentials. Designed to help families stretch their budgets without sacrificing items on their shopping lists, they can get back-to-school ready in stores and at [Academy.com](#).



As kids head back to class, fall routines and team tryouts, Academy is bringing together must-have gear and easy shopping options for everything kids need to meet friends, join a new team, discover their latest interests or gear up for fall sports.

"Back-to-school is about helping families feel ready for everything the new school year brings," said Matt McCabe, Executive Vice President and Chief Merchandising Officer. "At Academy Sports + Outdoors, parents can find the brands they trust, the styles their kids want and the value their families need, whether they're shopping for the classroom or the field."

Academy is helping families get back-to-school ready with:

- Undefeatable value across leading national brands and Academy private brands, including [Nike](#), [adidas](#), [Brooks](#), [Burlebo](#), [Carhartt](#), [Magellan Outdoors](#) and [Freely](#), with options across price points.
- Trend-right apparel for the classroom and after-school activities, including camo and graphic tees, denim, shorts, performance hoodies, fleece and athletic styles, plus Magellan Outdoors washed camo graphic tees for the family at \$19.99 and new Freely patterns.
- Top footwear including [Nike Air Max](#), [Nike V5 Runner](#), [Brooks Ghost Max](#), [adidas Pacer](#), [Birkenstock](#), [New Balance](#) styles, football cleats and recovery options.
- Back-to-school essentials, including [Nike Elite backpacks](#), lunch totes, clear and mesh school bags, plus an expanded backpack assortment with [Herschel](#) and [Cotopaxi](#) options at select Academy stores.
- Hydration and accessories from [Stanley](#), [HydroJug](#), [Owala](#) and [YETI](#), featuring new colors, prints and styles for the classroom, sidelines and everywhere in between.
- Fall sports season gear, such as [Nike Shark football gloves](#), [NXTRND mouthguards](#), [Riddell](#) and [Schutt](#) helmets, and [Battle shoulder pads](#) for football as well as [on field essentials from adidas](#) for soccer.

In addition, Academy offers benefits on everyday purchases through its reimagined loyalty program, [myAcademy Rewards](#), where customers can join for free and enjoy a \$15 off welcome offer, free shipping with a \$25 minimum spend, insider access to exclusive offers, and much more.

Families can also make their budgets go even further with in-store and online purchases through the [myAcademy Rewards MasterCard](#), including 5% off every day at Academy, a \$30 off welcome offer, free shipping with no minimum spend, and an unlimited 2% back in rewards on eligible everyday purchases.

And Academy offers its [Price Match Guarantee](#) — every time and every day. Academy beats competitor prices by 5% so you can always know you're getting the best deal.

To kick off the back-to-school season, Academy will host a Line-Up to Win at all 117 Texas stores on Saturday, August 1. The first 125 customers in line at each participating location will receive a promotional card valued at up to \$100, valid for in-store purchases made that weekend and subject to applicable terms and conditions.

Families can shop Academy's complete assortment, seasonal deals, participating state Tax-Free Weekend offers and convenient shopping options in stores, at [Academy.com](https://www.academy.com), or through [same day delivery](#) where available.

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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