

Academy Sports + Outdoors Expands its ChicknLegs Assortment to 200 Stores and Introduces New Fall Prints

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The company continues its commitment to making sports accessible and fun 17, 2026) – [Academy Sports + Outdoors](#) (“Academy”) ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, has expanded its [ChicknLegs](#) performance shorts assortment to 200 Academy stores across the retailer’s footprint including fun prints and updated styles, [following the brand’s spring 2026 in-store launch](#). Known for its signature novelty prints and bold personality, ChicknLegs offers styles for men and women of all running levels. Customers can also shop the assortment online at [Academy.com](#).

“Introducing ChicknLegs to a greater part of our footprint was a natural next step for our partnership,” said Matt McCabe, Executive Vice President and Chief Merchandising Officer. “We have a passion for inspiring people to spend time outdoors, be active, and have fun doing what they love, and we’re excited to bring more of ChicknLegs’ unique personality and products to our customers.”

The broader rollout of ChicknLegs performance shorts reflects Academy’s ongoing commitment to serving runners of all levels with high-quality, on-trend gear. By incorporating the up-and-coming nationally recognized brand celebrated for its humor, creativity and novelty prints, Academy continues to diversify its assortment with products that inspire self-expression and prioritize fun.

“What began as a joke and a single T-shirt design has grown into ChicknLegs, a running apparel brand now carried in hundreds of Academy Sports + Outdoors stores,” said Bryce McConville, Chief Executive Officer of ChicknLegs. “Our mission has always been simple: remind people that running doesn’t always have to be so serious. Whether you’re chasing a PR or running your first Turkey Trot, we make it fun.”

In addition to the expanded store footprint and new fall prints, Academy Sports + Outdoors will carry new ChicknLegs styles, including an extended 5-inch [men’s short](#).

To learn more about Academy Sports + Outdoors, visit <https://www.academy.com>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 [Academy.com](#).

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