

## Academy Sports + Outdoors Celebrates Brooks Month with Community Event and Performance-Driven Gear

September 21, 2026

*Monthlong campaign showcases Academy's commitment to helping runners put their best foot forward and find the right gear for every mile*

KATY, Texas, Sept. 21, 2026 /PRNewswire/ -- [Academy Sports + Outdoors](#) ("Academy" or the "Company") (Nasdaq: ASO) is celebrating [Brooks Month](#) with a monthlong spotlight on one of the leading brands in its performance running assortment, featuring the newest footwear and apparel styles, expert guidance for runners of all experience levels and a new community run event.



Running from September 21 through October 18, Brooks Month highlights Academy's continued brand partnership with Brooks and reinforces Academy's position as a destination for runners seeking performance, comfort and value. Customers can shop more than 50 Brooks footwear styles, including favorites such as the [Glycerin 23](#), [Ghost 18](#) and [Adrenaline GTS 25](#), along with new arrivals, apparel and accessories designed to complement every run.

New this year, Academy and Brooks kicked off the monthlong celebration together at "Roll Call," a community run event hosted by Loose Lace Run Club on September 19 in Houston, Academy's hometown. The event brought runners together to experience Brooks products, connect with the local running community and celebrate a shared passion for fun, movement and an active lifestyle.

"Brooks has been a trusted partner for Academy and our customers for years, and Brooks Month gives us an opportunity to showcase the breadth of the brand while celebrating the running community," said Frank Fanelli, Vice President and Divisional Merchandise Manager. "Together, we're helping runners of all experience levels find the footwear, apparel and coaching to enjoy their running journey."

Additionally, online customers are eligible for a \$25 Academy eGift card with a \$150+ Brooks purchase from Monday, September 21 to Sunday, October 4. Academy purchase must be made via desktop, mobile or app on any Brooks footwear, apparel and socks. See [Terms & Conditions](#) for more details.

Throughout the month, Academy will spotlight key products among its broad assortment of Brooks footwear, apparel and accessories categories, helping customers find the right fit whether they're training for race day, joining a local run club or seeking all-day comfort.

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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