

Academy Sports + Outdoors Signs On as Official Partner of HYROX North America

October 21, 2026

Company to activate in five select race cities as part of multiyear partnership, culminating in Title Sponsorship of HYROX Houston

KATY, Texas, Oct. 21, 2026 /PRNewswire/ -- After [announcing](#) its designation as an Official Retail Partner of Centr for [Centr x HYROX competition gear](#) earlier this year, [Academy Sports + Outdoors](#) ("Academy" or "Company") ([Nasdaq: ASQ](#)), a leading full-line sporting goods and outdoor recreation retailer is deepening its commitment to this growing fitness trend as an Official Partner of HYROX North America. As part of the multiyear partnership beginning in 2026, Academy will activate in five select race cities as part of the HYROX National Tour in Tampa, Dallas, Nashville, Atlanta and Houston, culminating in its Title Sponsorship of HYROX Houston in 2027.



Designed to complement Academy's brick and mortar line up of [fitness gear](#), [footwear](#), and [supplements](#), the Company will engage communities and customers during the above-mentioned competitions. Academy is the destination for fun for athletes of all stages of their fitness journey – whether they're training for their first HYROX race or participating as a seasoned athlete.

"This is a proud moment for Academy Sports + Outdoors. HYROX has built one of the fastest-growing fitness communities in the world by making competitive racing accessible to everyone, which aligns with Academy's mission to provide fun for all," said David Good, Vice President, Marketing. "We're excited to work more closely with HYROX to bring races to customers and help competitors have fun."

Academy plans to host local events in lead-up to the races to build camaraderie and support HYROX's mission to create community around competition. And, when HYROX comes to Houston in spring 2027, Academy will be front and center providing support as Title Sponsor.

"As we introduce HYROX to new communities, having a deeply connected partner like Academy makes the difference. We're excited to have Academy join the HYROX team," said Head of Sales, Americas & Country Manager.

To learn more about HYROX visit [Hyrox.com](#).

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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