Academy Sports + Outdoors opens 25th location in DFW

November 2, 2019

The new store in Frisco, Tx. brings approximately 60 new jobs to the area

KATY, TEXAS (November 2, 2019) – Academy, Ltd. d/b/a Academy Sports + Outdoors, a sports, outdoors and recreation lifestyle retailer, dedicated to making it easier for everyone to enjoy more sports and outdoor fun, has opened a new store in Frisco, Tx., located at 1725 US Hwy 80. The new store is Academy's second store in Frisco, and its new, next-generation layout is designed to enhance customer experience by offering lower sightlines and more natural light to invoke the outdoors. The new store is 60,000 square feet and will bring approximately 60 new jobs to the community. Academy now has 259 locations and 25 in the Metroplex.

"We're excited to offer a new and convenient location in Frisco for our loyal customers in North Texas," said Sam Johnson, Executive Vice President of Retail Operations. "Our strong assortment and great value make us a one stop shop for the people of Frisco to enjoy more sports and outdoors fun."

Academy Sports + Outdoors offers a strong assortment of products, value and a convenient shopping experience so having fun is easy and affordable. Customers can expect to find everyday low prices on top brands such as Nike, adidas, Under Armour, Columbia, Browning and more. Academy also offers tremendous value and quality through exclusive brands like Magellan Outdoors, BCG, BCG Plus, H2O Xpress, Game Winner, O'Rageous and others.

The new store in Frisco has everything customers need to have fun during their next outdoor adventure, including hunting, fishing and camping supplies, sports equipment and recreational gear. The store also carries a wide variety of leisure products, footwear, apparel, patio sets, barbecue grills and much more. Services such as scope mounting, bore sighting, line winding/spooling and propane exchange will also be offered, and customers will have the ability to purchase hunting and fishing licenses.

Beginning Saturday, the community is invited to the store's two-day grand opening celebration full of fun activities for the whole family. The free events include giveaways, interactive demonstrations by brands sold at Academy Sports + Outdoors and games for all. Other fun events include Academy mystery gift card giveaways, Academy t-shirts giveaways and much more.

In addition to visiting the new store, customers can shop academy.com, receive the digital version of the weekly ad via email, engage with Academy Sports + Outdoors through its social media sites and sign up for customized email alerts.

Individuals interested in careers at Academy Sports + Outdoors can visit academy.com/careers to apply for open positions.

About Academy Sports + Outdoors

At Academy Sports + Outdoors, we make it easier for everyone to enjoy more sports and outdoor fun. At each of our 259 locations, we carry a wide range of apparel, footwear, hunting, fishing and camping equipment, patio sets and barbeque grills, along with sports and recreation products, at everyday low prices.