

Academy Sports + Outdoors opens 8th Austin-area location with new store in Georgetown, Texas

October 11, 2019

The new store brings approximately 60 new jobs to the community

KATY, TEXAS (October 11, 2019) – Academy, Ltd. d/b/a Academy Sports + Outdoors, a sports, outdoors and recreation lifestyle retailer, has opened its first store in Georgetown, Texas, located at 1310 W University Ave. The store is nearly 63,000 square feet and brings approximately 60 new jobs to the community. Academy Sports + Outdoors now has 8 locations throughout the greater Austin area.

“Georgetown offers so many fun sports and outdoors activities, and Academy Sports + Outdoors cannot wait to join the community,” said Sam Johnson, Academy Sports + Outdoors’ executive vice president of retail operations. “This new store will make it easy for customers to go swim at Blue Hole Park, fish Lake Georgetown, cheer on their favorite team under Central Texas’ Friday night lights, and so much more through a strong product assortment, incredible value, and a convenient shopping experience.”

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 Georgetown 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 Friday, the community is invited to the store’s three-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 255+ locations, we carry a wide range of apparel, footwear, hunting, fishing and camping equipment, patio sets and barbecue grills, along with sports and recreation products, at everyday low prices.