Academy Sports + Outdoors opens seventh Central Florida location

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The new Daytona Beach store brings 100 new jobs to the area

KATY, TEXAS (OCTOBER 26, 2018) – Academy, Ltd. (d/b/a Academy Sports + Outdoors), a sports, outdoor and recreation lifestyle retailer, dedicated to making it easier for everyone to enjoy more sports and outdoors, opened its new store in Daytona Beach, Fla., located at 1511 Cornerstone Blvd., Suite E. The store is approximately 63,000 square feet and brings over 100 new jobs to the community. Academy has 12 locations throughout Florida.

"Academy Sports + Outdoors cannot wait to join the community and make it easier for everyone to enjoy more of the sports and outdoors activities Daytona Beach has to offer for less," said Sam Johnson, Academy Sports + Outdoors' executive vice president of retail operations. "This new, convenient location will have the gear customers need to up their game, or start a new one, at prices everyone can afford."

Customers can expect to find everyday low prices and a unique product assortment from brands such as Nike, Under Armour, Adidas, Magellan Outdoors, and Columbia. The store will have everything customers need for their next outdoor adventure, including hunting, fishing, and camping gear, as well as sports equipment. The store will also carry a wide variety of leisure products, footwear, apparel, patio sets, barbecue grills, and much more, paired with exceptional customer service. Customers will be offered services such as scope mounting, bore sighting, line winding/spooling, propane exchange and the ability to purchase hunting and fishing licenses.

Prior to the grand opening, the store partnered with Volusia Flagler Family YMCA to donate $100 shopping sprees to 30 local children to shop for anything they wanted while accompanied by Academy team members.

Beginning Saturday, the community is invited to the store's two-day grand opening celebration. The free event includes giveaways, interactive demonstrations by brands sold at Academy Sports + Outdoors, games for the whole family, and much more. There will be Academy gift card giveaways, free Academy t-shirts, and fishing for the kids in the Shakespeare catch tank.

Individuals interested in careers at Academy Sports + Outdoors can visit academy.com/careers to apply for open positions. In addition to visiting the new store, customers can shop academy.com, receive the digital version of the weekly ad, engage with Academy Sports + Outdoors through its social media sites, and sign up for email alerts.

About Academy Sports + Outdoors

At Academy Sports + Outdoors, we make it easier for everyone to enjoy more sports and outdoor activities. At each of our 250+ 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. For all. For less.