

## Academy Sports + Outdoors opens the doors to its newly-relocated Madison, Miss., store

April 7, 2018

The new store is located at 1951 Main St., Madison, Miss., 39110

**KATY, TEXAS (April 7, 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 Madison, Miss., which has been relocated from the County Line Plaza shopping area in Jackson. The new store is more than 62,000 square feet and is located at 1951 Main Street in Madison. Academy has eight stores throughout Mississippi.

“Academy Sports + Outdoors is proud to bring our loyal customers in the Jackson area a new and updated location, while still offering the best brands at the best prices,” said Sam Johnson, Academy Sports + Outdoors’ executive vice president of retail operations. “This new store will provide customers an improved shopping experience and make it easier to get out on the water, in the field or in the game at a price everyone can afford.”

Customers can expect to find everyday low prices and a unique product assortment from brands such as Nike, Under Armour, Adidas, YETI, 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, racquet stringing and the ability to purchase hunting and fishing licenses.

On Saturday, the community is invited to the store’s grand opening celebration. The free events include Academy’s mystery gift card giveaways, interactive demonstrations by brands sold at Academy Sports + Outdoors, games for the whole family and much more.

Individuals interested in careers at Academy Sports + Outdoors can visit [academy.com/careers](http://academy.com/careers) to apply for open positions. In addition to visiting the new store, customers can shop [academy.com](http://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 240+ locations, we carry a wide range of hunting, fishing and camping equipment, patio sets and barbeque grills, along with sports and recreation products, at everyday low prices. For all. For less.