Academy Sports + Outdoors partners with MISSION® to donate $150k in Cooling Neck Gaiters to outdoor youth organizations across the Southeast

July 7, 2021

10,000 gaiters were given to youth fishing and outdoors organizations within Academy's footprint

KATY, TEXAS (July 7, 2021) – Academy, Ltd. d/b/a Academy Sports + Outdoors ("Academy") today announced the donation of 10,000 MISSION Cooling Neck Gaiters to youth fishing and outdoors organizations across its footprint, totaling a retail value of $150,000.

"There's nothing more valuable to us than giving a kid an opportunity to find their passion for the outdoors," said Lawrence Lobpries, Academy Sports + Outdoors' senior vice president of marketing. "We're grateful to give back to these deserving organizations that help the youth in our communities have fun out there."

The gaiters will be available to kids getting out and enjoying the great outdoors this summer through several organizations in Alabama, Kansas, Kentucky, Missouri, Tennessee and Texas.

"Over the past decade MISSION has enjoyed an incredible partnership with Academy Sports + Outdoors, delivering cooling innovations to help everyone do more and enjoy more in the heat. We are honored to partner in helping these incredible organizations deliver the joy of the outdoors for kids to have more fun outside," said Chris Valletta, Co-Founder & President of MISSION.

The list of organizations that received youth neck gaiters are as follows: South Carolina Department of Natural Resources, Kentucky Department of Fish & Wildlife, Fishing's Future, Greenville TX Parks and Recreation, Rockwall TX Parks and Recreation, Turtle Creek Lake Association, Missouri Conservation Heritage Foundation, City of Dothan, Freeport Host Lions Club Fishin' Fiesta, Seagoville Kid's Fish, Williamson County, FAN Championship Fishing Event, Bosque 4H, Tennessee Wildlife Resources Agency, Outdoor Alabama, Amarillo Parks and Recreation, and Tyler State Park.

About Academy
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 259 stores across 16 contiguous states. 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, footwear and sports & recreation through both leading national brands and a portfolio of 19 private label brands, which go well beyond traditional sporting goods and apparel offerings. For more information, visit www.academy.com.

-###-