

MEDIA ADVISORY

FOR IMMEDIATE RELEASE



Academy Sports + Outdoors on Forest Lane hosts a Mavs NBA Championship Celebration featuring free photos with the NBA Championship Trophy
Free meet and greet with Mavs legends Derek Harper and Mark Aguirre

WHO: NBA Championship Trophy and Mavs legends Derek Harper and Mark Aguirre

WHEN: Saturday, June 18, 2011
Trophy Photos – 1:00-4:00 p.m. **Meet and Greet** – 1:00-2:30 p.m.

WHERE: Academy Sports + Outdoors
8050 Forest Lane
Dallas, Texas 75243

WHAT: Academy Sports + Outdoors on Forest Lane is hosting a Mavericks NBA Championship Celebration, and fans are invited to take a free photo with the NBA Championship Trophy. During that time, there will also be a free meet and greet with Mavs legends Derek Harper and Mark Aguirre.

While at the event, fans can stock up on Mavs Championship gear including t-shirts, caps, novelty items and more. Fans can also stop by any DFW Metroplex location to get a free Dallas Mavericks Spirit Card, while supplies last.

PHOTO OP: Photograph and film fans taking photos with the NBA Championship Trophy and interacting with Derek Harper and Mark Aguirre.

FACEBOOK: Academy Sports + Outdoors is hosting a Mavs NBA Championship Celebration, and fans are invited to take a free photo with the NBA Championship Trophy, and also have the opportunity to meet legends Derek Harper and Mark Aguirre.

TWEET: Visit @academydotcom on Forest Lane in Dallas on 6/18 at 1pm for meet & greet w/ Derek Harper & Mark Aguirre & photo with @nba champ trophy.

About Academy Sports + Outdoors

Academy Sports + Outdoors is a premier sports, outdoor and lifestyle retailer with a broad assortment of quality hunting, fishing and camping equipment and gear along with sports and leisure products, footwear, apparel and much more. The Texas-based company operates 131 stores throughout Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee and Texas. The Academy Sports + Outdoors philosophy is to deliver an unparalleled shopping experience by providing convenience, offering a broad selection of quality products, delivering exceptional customer service and selling the right stuff at every day low prices. For more information about Academy Sports + Outdoors visit academy.com, facebook.com/academysportsandoutdoors, twitter.com/academydotcom and youtube.com/academydotcom.