

MEDIA ADVISORY

FOR IMMEDIATE RELEASE



Academy Sports + Outdoors hosts free autograph sessions with West Virginia coach Bob Huggins and Texas A&M coach Mark Turgeon

Fans can customize their Nike t-shirts with Final Four teams or Longhorns at the Nike Customization Station

WHO: West Virginia Head Coach Bob Huggins, Texas A&M Head Coach Mark Turgeon and college basketball fans

SCHEDULE: Bob Huggins, Head Coach WVU
Thursday, March 31
6:00-8:00 p.m.
2404 S.W. Freeway
Houston, Texas 77098

Academy Sports + Outdoors invites college basketball fans to free autograph session with West Virginia Head Coach Bob Huggins. Customers can participate in the Spalding basketball shooting contest, and the grand prize is a Spalding portable basketball system. All participants will receive a Spalding or Academy promotional item for playing.

Nike Customization
Friday, April 1
10:00 a.m.-7:00 p.m.
2404 S.W. Freeway
Houston, Texas 77098

Nike will provide a customization station for fans that purchase select Nike t-shirts and want them customized with either University of Texas or any of the Final Four Nike teams' logos.

Mark Turgeon, Head Coach Texas A&M
Saturday, April 2
10:00 a.m.-2:00 p.m.
9734 Katy Freeway
Houston, Texas 77055

On Saturday, April 2 between 10 a.m.-2 p.m., fans are invited to Academy for a free autograph session with Texas A&M Head Coach Mark Turgeon. Fans can participate in the college super fan challenge where contestants will have the chance to win a \$500 Academy gift card. There will also be a kids shooting contest and a basketball shootout challenge, and the prizes include a Spalding portable basketball system, a Wilson NCAA replica game ball, an Academy-branded water bottle and more.

Fans will have the opportunity to stock up on college basketball gear including t-shirts, caps, shorts and more.

FACEBOOK: Stop by Academy Sports + Outdoors in Houston, TX (2404 S.W. Freeway) on Thursday, March 31 between 6-8 p.m. for your chance to receive a free autograph from West Virginia Head Coach Bob Huggins. Texas A&M Head Coach Mark Turgeon will also be at Academy (9734 Katy Freeway) on Saturday, April 2 from 10 a.m.-2 p.m. for a free autograph session. <http://bit.ly/eJ0ldy>

TWEET: @academydotcom will host free autograph sessions with @WestVirginiaU Bob Huggins and @tamutalk @coachturgeon. <http://bit.ly/eJ0ldy>

PHOTO OP: Photograph and video Bob Huggins and Mark Turgeon signing free autographs and interacting with fans along with the Nike customization station producing t-shirts for customers.

About Academy Sports + Outdoors

Academy Sports + Outdoors is a premier sports, outdoor and lifestyle retailer with a broad assortment of high quality hunting, fishing and camping equipment and gear along with sports and leisure products, footwear, apparel and much more. The Texas-based company operates 129 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.

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