

Gear Up for the Beautiful Game at Academy Sports + Outdoors

June 23, 2026

The world is watching ... you can too through a soccer sweepstakes



KATY, Texas, (June 23, 2026) -- [Academy Sports + Outdoors](#) ("Academy" or the "Company") ([Nasdaq: ASO](#)) is celebrating the return of the world's biggest soccer tournament with fun ways for customers to get to the pitch and suit up with a full assortment of gameday gear in-store and online at [Academy.com](#). With approximately 30 matches being played across Academy's footprint this summer, including several in its hometown market of Houston, the company has everything fans need to celebrate at home, in the stadium, or with friends and family.

Through June 27, registered [myAcademy Rewards](#) members can sign in to the Academy app daily to enter a soccer sweepstakes for a chance to win two tickets to the match on July 4 in Houston. Winners will be notified directly in the Academy app. In addition to the soccer sweepstakes, myAcademy Rewards members can set upcoming match picks in-app daily and track national teams that advance through the tournament. Additional sweepstakes will open each round of the tournament for a chance to win digital vouchers up to \$150 on eligible adidas products. For full Official Rules and entry details for all sweepstakes, visit [www.academy.com/official-rules](#).

As matches continue, Academy will offer customers other discounts on its [soccer assortment](#) which features products across a variety of categories, including:

- Jerseys and t-shirts
- Hats and headwear
- Athletic gear including official match balls
- Casual and athletic footwear
- Themed drinkware and accessories to represent your favorite team

"This summer is a unique opportunity for casual fans and fanatics alike," said Chad Fox, Executive Vice President and Chief Customer Officer. "Whether you're hosting a watch party for your neighborhood, tailgating outside of the stadium, or cheering for your favorite team from the stands, Academy knows fun can't lose when communities come together to embrace the beautiful game."

Leading up to the big games, Academy brought the tournament straight to customers by hosting a series of free, local family-friendly events in Dallas, Houston, San Antonio, and Austin throughout May and June. Attendees participated in photos and giveaways, visited customization stations, practiced their penalty kicks in the soccer simulator, and watched live as local muralists painted soccer boots that represented the city. [Learn more](#) and register for the remaining events [here](#).

To learn more about Academy Sports + Outdoors, visit [Academy.com](#).

Soccer Sweepstakes Disclaimer

No purchase necessary. A purchase does not increase chances of winning. Games/polls NOT required for entry. Odds of winning depend on number of eligible entries received. The Soccer Sweepstakes is open to residents of the U.S., excluding AK, CA, FL, HI, NY, and RI. Entrants must be 18 years old or older at the time of entry. Limit one (1) entry per person per day. Retail value of prizes: \$10,900. Employees of Academy Sports + Outdoors are not eligible to enter or win. Void where prohibited. Sweepstakes begins June 2 and ends June 27. For full Official Rules and entry details, visit [www.academy.com/official-rules](#).

About Academy Sports + Outdoors

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 more than 300 stores across 21 states and counting. 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, sports & recreation and footwear through both leading national brands and a portfolio of private label brands. For more information, visit [www.academy.com](#).

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