

Academy Sports + Outdoors Teams Up with Nike and Jordan Brand to Present the H-Town Classic 3v3 Basketball Tournament

August 28, 2026

Two-day event will center around a youth basketball competition for athletes grades 6-12

KATY, Texas, Aug. 28, 2026 /PRNewswire/ -- [Academy Sports + Outdoors](#) ("Academy") ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, in partnership with [Nike](#) and [Jordan Brand](#), is hosting the Academy Sports + Outdoors H-Town Classic 3v3 basketball tournament this fall. The event is designed to pay homage to Houston's basketball legacy while also bringing together athletes of all skill levels as part of the company's commitment to providing fun for all.



The two-day event will take place at Academy's Katy, TX store located at 23155 Katy Freeway, from October 17–18 from 8:30 a.m. to 7 p.m. each day and will feature junior high and high school divisions in both boys' and girls' brackets. Registered teams from across the Houston area will compete in a 3-on-3 format throughout the weekend.

"Houston's basketball tradition runs deep, and we're proud to partner with Nike and Jordan Brand to continue the legacy with the H-Town Classic," said Steve Lawrence, Chief Executive Officer. "This tournament captures the excitement and community spirit that make basketball such an important part of our city while creating opportunities for athletes of all skill levels to participate, compete and have fun."

Additionally, proceeds from the event will benefit [Boys & Girls Clubs of Greater Houston](#), with Academy Sports + Outdoors, Nike and Jordan Brand providing two free team entries to Boys & Girls Clubs of Greater Houston participants.

Registration for the 2026 H-Town Classic is open through Friday, Oct. 9., or until each division reaches capacity. Players, families and fans interested in learning more about the tournament can visit academy.com/htownclassic for competition information, eligibility requirements and event updates.

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.

About NIKE, Inc.

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned NIKE, Inc. subsidiaries include Converse, which designs, markets and distributes athletic lifestyle footwear, apparel and accessories, and Jordan Brand, which creates athletic and casual footwear, apparel and accessories.

About Jordan Brand

Jordan Brand is a signature athletic and lifestyle brand within the NIKE, Inc. portfolio inspired by the vision and legacy of Michael Jordan. The brand creates premium footwear, apparel and accessories for athletes and consumers around the world.

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