Academy Sports + Outdoors Unwraps Top Holiday Gifts, Great Value and More Ways to Win This Season

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Retailer brings together must-have gifts, undefeatable prices, and more ways to save

KATY, Texas, Nov. 9, 2026 /PRNewswire/ -- Academy Sports + Outdoors ("Academy") (Nasdaq: ASO), a leading full-line sporting goods and outdoor recreation retailer, is helping families give gifts that keep the fun going long after the wrapping paper is gone. With a wide assortment of ideas across brands, styles, and price points, Academy is making it easy to find something for everyone on your list while also maximizing your holiday budget.

"The holidays are about giving people something they'll truly enjoy, and at Academy, we believe the best gifts inspire experiences that last far beyond Christmas morning," said Matt McCabe, Academy Sports + Outdoors Executive Vice President and Chief Merchandising Officer. "Whether it's a new pair of running shoes, fishing gear for the next trip or something the whole family can enjoy in the backyard, we want to make it easy for customers to find meaningful gifts from the brands they love at a great value."

The fun begins on Black Friday, November 27, when Academy brings back the excitement of lining up early with its Line-Up to Win activation at all of its stores. The first 100 customers in line at each location will receive a bonus card valued from $20 to $500 to use toward their in-store holiday shopping from November 27 through November 29. See here for rules.

Whether shoppers are looking for gifts for the athlete, adventurer, outdoor enthusiast or the person who simply loves to play, Academy has a holiday assortment with gifts for every interest and price point including:

- Turtlebox Speakers – Rugged, waterproof speakers built to bring the music to holiday gatherings, backyard entertaining, and outdoor adventures
- Huffy L8TR Moto Style E-Bike – Kids will love riding on the 16-inch mag wheels that handle tough conditions
- Centr | HYROX Official Competition Equipment – Help fitness fans crush their goals with competition-level equipment
- META AI – The perfect tech-forward gift for capturing moments and staying in the know
- HOKA M Arahi 9 – Combining plush comfort and reliable support for training, walking, and everyday wear
- Burlebo x Crocs and Burlebo x HEYDUDE – Burlebo, the growing outdoor lifestyle and apparel brand, offers footwear collaborations with Crocs and HEYDUDE. Three iconic brands. One effortless outdoor look.
- Caldwell Claycopter Surface to Air Launcher – A unique launcher that adds excitement to every outing
- ChicknLegs Running Shorts – Fun novelty-print gifts that bring the joy of running to all athletes
- Portable Power – Keep devices charged and adventures powered
- Coike Lures with Storage Case – Must-have gift for anglers chasing their next big catch

The 2026 holiday assortment reflects Academy's focus on giving families high-quality gifts at a great value. From trending national brands to Academy's trusted private brands, shoppers can take advantage of the company's best price guarantee, which beats eligible competitor prices by 5%. MyAcademy Rewards members and myAcademy Rewards Credit Card holders can also unlock additional value through cash back rewards, exclusive offers and free shipping.

Academy will also give shoppers more reasons to celebrate throughout November and December, with key holiday shopping dates including:

- **Discover Gifts You Want to Give at Academy:** October 25 – November 18
- **Black Friday Starts Now:** November 19 – November 25
- **Black Friday Doorbusters:** November 26 – November 28
- **Cyber Week:** November 29 – December 6
- **Last-Minute Holiday Shopping:** Same-day delivery and last-minute gift options from December 17 – December 25

Beginning December 1, Academy will also launch "25 Days of Fun," a holiday experience available exclusively for myAcademy Rewards members in the Academy app. Through Christmas Day, members can unlock a new surprise each day, including app-exclusive 24-hour promotions, interactive activities and features designed to make holiday shopping more fun. Daily experiences will range from voting to name Academy's holiday gingerbread mascot to exploring the new shareable wishlist feature, with a new gingerbread mascot figure available to unlock each day, just like a virtual advent calendar.

To bring the holiday spirit to life, Academy is also introducing its "Fun Is the Best Toy" campaign, built around a simple idea: Academy has toys for everyone. From basketballs and running shoes to fishing gear, kayaks and backyard favorites, the campaign celebrates gifts that encourage families to put down their phones, get outside, play together and create memories that extend well beyond the holiday season. Because toys are the best gifts, and fun is the best toy.

Whether families are shopping for gifts that lead to more pick-up games, more adventures outside or more time together in the backyard, Academy offers the assortment, value and shopping experience to help make holiday gifting easier and more fun.

To explore Academy's holiday gift guide and start checking off your list, visit Academy.com/giftguide.

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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