Academy Sponsors Soccer Tournament

Academy Sports + Outdoors
To Sponsor

Sun Bowl International Soccer Tournament

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PASO, Texas (April 14, 2009) - Academy Sports + Outdoors became the newest member of the Sun Bowl Association corporate family Tuesday, as the sporting goods retailer became the title sponsor of the Sun Bowl International Soccer Tournament, announced Sun Bowl Association Executive Director Bernie Olivas.

"We
are really excited to team up with Academy Sports + Outdoors," said Olivas. "Academy is a fairly new corporate citizen in El Paso and teaming with them is a win, win situation. Can there be a better fit than an international youth soccer tournament and a sporting goods retailer? We are really excited about the partnership."

The
tournament, which will be called the Academy Sports + Outdoors Sun Bowl International Soccer Tournament, is in its 10th year. This year's tournament is slated for June 13-14 at several area parks.

"Academy Sports + Outdoors is extremely excited to join forces with the Sun Bowl Association and become the title sponsor of the International Soccer Tournament! This tournament has grown to become a huge event here in El Paso, and what better organization to partner with than the Sun Bowl," said Corey Thomas, Academy regional marketing manager. "Academy, though fairly new to El Paso, has a history of being heavily involved in the community. This tournament allows us to have a positive impact on thousands of youth from El Paso, and from other states and countries. There's absolutely nothing better than that."

The tournament has steadily grown each year from 42 teams in 2000 to 170 teams in 2008. Last year's field included teams from Texas, New Mexico, Arizona and Mexico.

"Our tournament is growing more and more each year," said Olivas. "In our first year we had 48 teams, now we are expecting the field to exceed 175 teams 10 years later. It has been a gradual, but healthy growth, making us the largest tournament in West Texas and New Mexico."

Officials are projecting this year's field for the Academy Sports + Outdoors Sun Bowl International Soccer Tournament to reach over 175 teams with more than 3,000 youth participating.

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Sun Bowl Association is a non-profit organization that operates the Brut Sun Bowl and over 20 events around the year, including the Academy Sports + Outdoors Sun Bowl Inter-national Soccer Tournament and the FirstLight Federal Credit Union Sun Bowl Parade, Sun Bowl Basketball Tournament, the Western Refining Sun Bowl All-America Golf Classic and the Sun Bowl Fan Fiesta.

Academy
Sports + Outdoors is one of the nation's largest sporting goods retailers, operating over 100 stores across the southeastern United States. Academy offers the sports and outdoor enthusiast a broad selection of equipment, apparel, and footwear at everyday low prices. Academy has a formula of low prices and a large selection has allowed the company to become a leader in the sporting goods industry.