

# Hibbett Sports #ComebackSeason Social Media Giveaway Puts the Fun in Back-to-School

July 16, 2018

BIRMINGHAM, Ala., July 16, 2018 /PRNewswire/ -- Hibbett Sporting Goods Inc. (NASDAQ: HIBB), a U.S. based athleisure retailer operating more than 1,000 premium athletic apparel, footwear and equipment stores in small and mid-sized markets, today announced their back to school *Comeback Season* social media contest.



Beginning on July 15, 2018, consumers who follow @hibbettsports on Twitter, Instagram or Facebook, use the hashtag #comebackseason and [submit their information](#) at [www.Hibbett.com](http://www.Hibbett.com), will be entered in the comeback season giveaway. One lucky grand prize winner will receive [The North Face Jester backpack](#) and a \$500 Visa gift card. Additionally, Hibbett is giving away The North Face backpacks and \$50 Visa gift cards to nine runner-up winners. The promotion will run from July 15 to July 31, 2018, and the winners will be selected on August 2, 2018.

"Back to school shopping season is upon us and we hope to surprise and delight a few families, so they can start off the new school year in style," said Sarah Sharp-Wangaard, VP Marketing, Hibbett Sports.

"The North Face is thrilled to partner with Hibbett Sports for this promotion to offer our built-to-last Jester backpacks, which carry our lifetime warranty," said Melanie Singer, Account Marketing Manager, The North Face.

Hibbett Sports stores provide athletes, fitness enthusiasts, fashionistas and *sneakerheads*, with access to newly released, exclusive and hard-to-find athletic apparel and footwear from brands like Nike, Adidas, Jordan and more. The new Hibbett mobile app provides

consumers with the tools they need to easily browse for products, enter sneaker raffles and make purchases from the palm of their hands.

### **About Hibbett Sports**

Hibbett Sports, headquartered in Birmingham, Alabama is a leading athletic-inspired fashion retailer with more than 1,000 stores, primarily located in small and mid-sized communities across the country. Founded in 1945, Hibbett stores have a rich history of convenient locations, personalized customer service and access to coveted footwear, apparel and equipment from top brands like Nike, Adidas, Jordan and Under Armour. Today Hibbett is one of the largest companies headquartered in Alabama with 9,200 employees nationwide. Consumers can browse styles, find new releases, shop looks and make purchases online, via mobile app or by visiting their nearest store, which can be found online at [www.Hibbett.com](http://www.Hibbett.com). Follow us @HibbettSports.

### **About The North Face®**

The North Face, a division of VF Outdoor, LLC, was founded in 1966 with the goal of preparing outdoor athletes for the rigors of their next adventure. Today we are the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. We protect our outdoor playgrounds and minimize our impact on the planet through programs that encourage sustainability. The North Face products are available at premium and specialty retail sporting goods stores globally and we are headquartered in California on a LEED Platinum-certified campus. For more information, please visit [www.thenorthface.com](http://www.thenorthface.com).

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