

Hibbett Sports Hosts Social Media Contest to Celebrate Air Max Day 2018

February 28, 2018

BIRMINGHAM, Ala., Feb. 28, 2018 /PRNewswire/ -- Hibbett Sports (NASDAQ: HIBB), a Birmingham-based premium athleisure retailer with more than 1,000 stores nationwide and online at www.Hibbett.com, today announced a new social media contest in honor of [Air Max Day 2018](#). The month-long promotion will kick off on March 1, 2018 and four winners will be selected (one winner per week for four weeks) to receive a \$250 Hibbett Sports gift card through Air Max Day, which falls on March 26, 2018.



"Air Max Sneakers have been a sneaker-head favorite since 1991 and we thought an Air Max Day contest would be a fun way to celebrate these sneakers and engage with Hibbett Sports customers and followers on Instagram," said Sarah Sharp-Wangaard, Vice President Marketing, Hibbett.

To participate in the promotion, Hibbett Sports is asking sneaker enthusiasts to post innovative photos of themselves wearing Nike Air Max Sneakers on Instagram. The photos must show Air Max sneakers, tag @HibbettSports and use two hashtags; #StyledbyHibbett and #AirMaxMyWay. Each post will automatically enter them into a weekly drawing for a \$250 Hibbett Sports gift card, that can be used in store or online at www.Hibbett.com. There will be four winners selected between March 1st and March 26, 2018.

Weekly winners will be contacted each Friday via email and must respond within 48 hours or another winner will be selected. Once each winner has responded and confirmed, their winning image will be featured on www.Hibbett.com at Hibbett's discretion.

How do I enter the giveaway: to enter the Hibbett giveaway, snap and post a photo, wearing your Air Max sneakers on Instagram, tag @HibbettSports, use hashtags #StyledbyHibbett and #AirMaxMyWay. To be considered, all submissions must be received

between March 1, 2018 and March 26, 2018. No purchase is necessary to win and the contest is open to anyone in the United States. For official rules, visit www.Hibbett.com.

How are giveaway winners selected: all submissions provided to Hibbett via social media will be considered and become property of Hibbett, once submitted. Winners will be randomly selected and Hibbett reserves the right to reject any submissions deemed inappropriate.

How and when will winners be notified: Each week between March 1, 2016 and March 26, 2018, Hibbett Marketing will contact the weekly winner via email. The four winners of the weekly social media giveaway, will each receive a Hibbett Sports gift card worth \$250.

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, Jordan, adidas 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 or in their nearest store by visiting www.Hibbett.com. Follow us @HibbettSports.

Hibbett Media Contact:
Wendy Yellin
925-519-3363

HIBBETT®
ESTABLISHED 1945



View original content with multimedia:<http://www.prnewswire.com/news-releases/hibbett-sports-hosts-social-media-contest-to-celebrate-air-max-day-2018-300605416.html>

SOURCE Hibbett Sports