

Hibbett Sports Celebrates 75 Years With Sneakers For A Year Giveaway #MyAir #Hibbett75

March 2, 2020

BIRMINGHAM, Ala., March 2, 2020 /PRNewswire/ -- Hibbett Sports (NASDAQ: HIBB), a leading Birmingham-based premium footwear and athleisure retailer, announced today the kick off celebration of the company's 75th anniversary year, with a giveaway of free sneakers for a year. In partnership with Nike, the company will host a social media contest for one lucky grand prize winner to receive a year's worth of sneakers, along with five additional winners who will receive Air Max sneakers and Apple Air Pods, to be announced on Nike Air Max Day



Beginning on March 1, 2020, fans can take a chance at winning the grand prize of an entire year's worth of sneakers, plus Apple Air Pods or one of five free pairs of Nike Air Max sneakers, plus Apple Air Pods, by visiting one of three social platforms and following three simple steps. Eligible participants can enter the social media contest on Instagram, Facebook or Twitter by following @HibbettSports, liking the contest post and commenting on their favorite Air Max Sneaker with the hashtags #MyAir and #Hibbett75. The promotion will run until March 20, 2020 and winners will be selected and contacted on March 26, 2020, Nike Air Max Day.

"We started in Alabama in 1945 with a single location and we've grown to 1,000+ stores in 35 states, so we wanted to do something big to thank our loyal customers and pay homage to our partnership with Nike," said Sarah Sharp-Wangaard, Vice President Marketing, Hibbett. "Everyone gets excited about new sneakers and Air Max has always delivered meaningful user-generated content on social media so we decided that this would be a really easy and fun way to enter the contest and help us celebrate our 75th diamond anniversary."

"Hibbett has been around for 75 years and has been a great partner to Nike, so it seems fitting the company celebrate the 33rd anniversary of one of our most iconic sneakers, the Air Max, with an exciting giveaway on March 26, 2020," said John Bapst, Strategic Account Director, Nike.

How to enter: To win the *Free Sneakers for a Year promotion*, follow these three steps on Instagram, Facebook or Twitter: follow @HibbettSports, like the contest post and comment on favorite Air Max Sneaker with the hashtags #MyAir and #Hibbett75 between **March 1, 2020 and March 20, 2020**. No purchase is necessary to win and the contest is open to anyone eligible in the United States.

For official rules, visit: www.hibbett.com/sneakersforayear

How are giveaway winners selected: Winners will be randomly selected.

How and when will winners be notified: Hibbett Marketing will contact the six winners via direct message on March 26, 2020 and they will have 48 hours to respond via email to social@hibbett.com and claim their prize.

To help us celebrate our 75th year and a chance to be featured on www.Hibbett.com everyone is encouraged to post their own photos on Instagram, Facebook and Twitter by tagging @HibbettSports and using the hashtag #Hibbett75 .

About Hibbett Sports

Hibbett, headquartered in Birmingham, Alabama, is a leading athletic-inspired fashion retailer with more than 1,000 Hibbett Sports and City Gear specialty stores located in 35 states nationwide. Celebrating its 75th year, Hibbett has 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. 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 and @citygear

Media Contact: Wendy Yellin, 925-519-3363 or pr@hibbett.com

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