NEWS RELEASE

HOUSE OF SPORT STORES DELIVERING NEW EXPERIENCES DURING HOLIDAY SEASON

12/8/2021

Our experiential stores are connecting with their athletes and communities in new and exciting ways.

DICK'S House of Sport stores are embracing the holiday rush. In fact, they are giving athletes plenty of reasons to stay a little longer.

The two locations in Victor, NY and Knoxville, TN are providing their communities with all-new experiences and establishing support of youth programs beyond the winter season.

In Victor, the outdoor field was transformed into an ice skating rink that offers daily open sessions, classes for beginners and ice time for both men's and women's hockey leagues. The store already offered a Sparx machine on-site to sharpen skates and that has proved to be a helpful addition to the rink.

The rink will be open until mid-February, when an introductory curling class will coincide with the launch of the winter Olympics, and then be converted back to the turf field.

Beginning at 5AM on Black Friday (Nov. 26), the Victor store has hosted youth organizations for numerous events. On Giving Tuesday (Nov. 30), the store began a weekly run of distributing $10,000 Sports Matter grants that surprised and delighted deserving teams and

leagues that had been nominated for the grants by store teammates.

The Knoxville location hosted a Dec. 1 event that featured carolers and holiday vendors right on the field before decorating it with lights.

Beginning Nov. 1, the Knoxville House of Sport participated in 12 Days of Giving in which community members nominated recipients for Sports Matter grants. The store followed that up with a Giving Tree on Giving Tuesday that offered athletes an opportunity to take an ornament from the tree and make a donation to Sports Matter upon checkout.

Throughout Black Friday weekend, teammates participated in the long-standing Knoxville tradition Fantasy of Trees to benefit the East Tennessee Children's Hospital.