



For Immediate Release| November 25, 2020

PIT BOSS GRILLS ANNOUNCED AS HOLIDAY HOOPSGIVING 2020 TITLE SPONSOR

Academy Sports + Outdoors Signs as Presenting Sponsor

State Farm Arena Will Host the Ten Team College Basketball Showcase on Dec. 6 and 12

Atlanta, GA – Holiday Hoopsgiving 2020 announced today that Pit Boss Grills, one of the fastest growing grill brands in the industry, has signed on as the Title Sponsor for the inaugural premier men’s college basketball event. It will be held at the award-winning State Farm Arena in Atlanta, home of the NBA Atlanta Hawks, on Dec. 6 and 12. Academy Sports + Outdoors, a leading full-line sporting goods and outdoor recreation retailer, has signed on as Presenting Sponsor for the event, which will feature five college neutral-court games with some of the nation’s top collegiate basketball programs.

“We are elated to have Pit Boss Grills and Academy Sports + Outdoors join the Holiday Hoopsgiving family. We have similar foundations and visions for the communities we are passionate about. Their support for our inaugural year of the collegiate portion of the event means so much to us,” said Chris Williams, Owner, The VII Group.

Pit Boss Grills Holiday Hoopsgiving presented by Academy Sports + Outdoors will be televised live on ESPN Networks. A portion of proceeds from the event, including sponsorships, will help support the non-profit organization Play for Orange, whose mission is to provide leukemia research support to Children’s Healthcare of Atlanta.

“The entire Pit Boss team is blessed to take the court as the title sponsor of Holiday Hoopsgiving,” said Danson’s President, Jeff Thiessen. “Not only are we eager for first-class basketball from some of the country’s most elite programs, but we are also thrilled to partner with the tournament’s philanthropic efforts and help support Children’s Healthcare of Atlanta. Giving back to those in need is integral to our company’s

mission, so having the ability to do so while also introducing a new audience to Pit Boss Nation was a slam dunk opportunity.”

On Sunday, Dec. 6, Pit Boss Grills Holiday Hoopsgiving presented by Academy Sports + Outdoors will tip-off with Georgia Tech vs. Kentucky. On Saturday, Dec. 12, there will be a quadruple-header including Clemson vs Alabama, Mississippi State vs. Dayton, LSU vs. South Florida, and Auburn vs. Memphis.

Three of the participating teams finished in the AP Top 25 rankings (Dayton, Kentucky, Auburn). Dayton is coming off a great year with Obi Toppin awarded National Player of the Year and Anthony Grant Coach of the Year for both Naismith and Associated Press (AP). Kentucky, Auburn, and LSU also bring a strong presence with top tier star-studded recruiting classes for 2020.

Due to COVID-19 restrictions only limited friends and family will be allowed to attend Hoopsgiving 2020, however fans can still have a “virtual” presence by purchasing cutouts that will be in the stands during game play. The popular trend in COVID-era sports lets would-be attendees submit personal photos that become 2-dimensional seat-fillers within the venue. Pricing starts at \$70 and purchasers will have the option of placement around the arena bowl or courtside. Along with personalized cutouts, fans can also purchase Hoopsgiving t-shirts in the school colors of their favorite competing team. Fans can go to <http://theviigroup.net/> for more information.

“Holiday Hoopsgiving is an exciting opportunity to bring some of the top collegiate basketball programs to the city of Atlanta,” said Trey Feazell, Executive VP of Arena Programming for State Farm Arena. “We look forward to a great event that will highlight some phenomenal young talent.”

As part of the first weekend of the event, there will be a high school showcase along with charitable events benefiting Children’s Healthcare of Atlanta..

ISE Properties brokered the partnerships for Pit Boss Holiday Hoopsgiving presented by Academy Sports + Outdoors on behalf of The VII Group.

GAME SCHEDULE:

Sun. Dec. 6

- 5:00 PM Kentucky vs. GA Tech

Sat. Dec. 12

- 12:00PM Miss State vs. Dayton
- 2:30PM* LSU vs. South Fla
- 7:00PM Clemson vs. Alabama
- 9:00PM* Memphis vs. Auburn

** Game will start 30 minutes after the preceding game.*

***All times are EST. Check your local listing for details.*

Media interested in covering Holiday Hoopsgiving 2020 should request credentials directly at <http://theviigroup.net/holiday-hoopsgiving-2020/> Requests to cover the Dec. 6 game must be received by Dec. 1, and requests to cover the Dec. 12 games must be received by Dec. 8.

###

About The VII Group

The VII Group is a full-service consulting agency that delivers exceptional experiences for all participating teams and phenomenal fan memories for any spectators through specialized strategy and event identity plans. The VII Group is the mastermind behind events such as the number one ranking high school Thanksgiving tournament, Holiday Hoopsgiving, with the addition of two other high school events; Braggin' Rights held in Huntsville, AL & The Emerald Coast 16 held in beautiful Northwest Florida. The VII Group also partners with Play for Orange, a nonprofit developed by the founder of both organizations to support the patients at Children's Healthcare of Atlanta.

About Pit Boss Grills

Pit Boss Grills is a subsidiary of Dansons, a global consumer goods company and home of multiple award-winning brands. The Pit Boss Grills mission is to provide world-class, competitive, innovative products while delivering superior results to all stakeholders, never compromising our integrity and honoring God who has provided these opportunities, to reinvest in those in need. As one of the fastest-growing grill brands in the industry, Pit Boss Grills are renowned for their Bigger. Hotter. Heavier craftsmanship. From premium features, durable long-lasting builds, and leading versatility, Pit Boss Grills proudly offers grill owners the best value per square inch in the market, a best-in-class 5-year warranty, and access to the passionate community of the Pit Boss Nation. For more information about Pit Boss Grills, please visit www.pitboss-grills.com.

About Academy Sports + Outdoors

Academy is one of the leading full-line sporting goods and outdoor recreation retailers in the United States. Originally founded in 1938 as a family business in Texas, Academy has grown to 259 stores across 16 contiguous states, primarily in the southern United States. Academy's mission is to provide "Fun for All" and Academy fulfills this mission with a localized merchandising strategy and value proposition that strongly connects with a broad range of consumers. Academy's product assortment focuses on key categories of outdoor, apparel, footwear and sports & recreation through both leading national brands and a portfolio of 17 private label brands, which go well beyond traditional sporting goods and apparel offerings.

About State Farm Arena

Home to the NBA's Atlanta Hawks Basketball Club, the award-winning State Farm Arena opened its doors in October 2018 following the 2nd largest renovation in NBA history. Inspired by the fans, State Farm Arena is a next-generation venue focused on experience, service and entertainment. With the NBA's third-largest center-hung scoreboard and an immersive video experience, fan-friendly food pricing and premium restaurant options, Topgolf Swing Suites and celebrity-inspired spaces accessible to every fan, the downtown Atlanta arena stakes its claim as the city's best sports and live entertainment venue. Named Pollstar's 2020 Best New Concert Venue, State Farm Arena consistently ranks among the top 10 concert and event venues in the world by and hosts nearly 200 events and nearly 2 million guests annually. For more information on State Farm Arena, log on to www.statefarmarena.com today or follow us on Twitter @StateFarmArena.

Media Contacts:

For The VII Group:

Tiffany Williams

tiffany@theviigroup.net

For State Farm Arena:

Janet A. Smith

janet.smith@hawks.com