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## **HIBBETT SPORTS' OPERATION SPORTS RENOVATION BENEFITS LOCAL LEE COUNTY SCHOOL**

BIRMINGHAM, Ala. (February 2, 2010) – Hibbett Sports, Inc., an Alabama-based sporting goods company, has teamed up with Auburn University's Big Event and All Auburn All Orange program to provide donations to Loachapoka Elementary School in Lee County, Alabama, as a part of their Operation Sports Renovation program.

The Operation Sports Renovation event at Loachapoka Elementary School will be dedicated to supplying sporting goods equipment and other supplies to give the school some much-needed help. Hibbett Sports and various vendors will be donating sports equipment ranging from playground toys to technical equipment like bats, balls, gloves and tennis rackets to help build the sports programs at the school. Participating vendors include Accessory Brands, Adams, Easton, Franklin, Mikasa, Nike, Rawlings, Schutt, Spalding, TYR, Valeo, Under Armour and Wilson.

Hibbett Sports will also be donating crayons, markers, paper, computer equipment and many other items needed by the school. Books-a-Million has joined with Hibbett Sports to supply books to all of the students, as well as the school's library.

Saturday, February 6, a group of Hibbett Sports employees and Auburn University Big Event volunteers will gather together to help the school clean up the facility, as well as organize all of the donations from Hibbett Sports and its partners. On Monday, February 8, the school will be presented with all of the donations, and all of the students will go home with goody bags.

Also joining the Operation Sports Renovation event is nationally recognized children's book author Charles Ghigna, better known as Pa Goose. On Monday, February 8, Pa Goose will meet and greet the students during the school presentation and read a selection of his work. Hibbett Sports will be donating a collection of Pa Goose books to the school's library.

Hibbett Sports VP of Marketing Joy McCord is excited about bringing the Operations Sports Renovation program to Lee County. "We are really looking forward to a fun day with the kids," said McCord. "The program is aimed at giving back to the community through sports, and we think the kids will really benefit from it."

All Auburn All Orange is a program that celebrates the spirit of the Auburn Family. Each year, fans vote on the All Auburn All Orange t-shirt design. A portion of the proceeds from this t-shirt supports Auburn's student scholarship programs and helps fund the Student Government Association's Big Event.

Once a year, the Auburn SGA organizes students to perform service projects on one specific day as a way to say “thank you” to the community. “Hibbett Sports has been a great partner for All Auburn All Orange and the Big Event,” said Jennifer Blackmon from Auburn’s Trademark Management and Licensing Office. “We appreciate their commitment to supporting AU students by selling the All Auburn All Orange shirt at its retail locations and its employees’ participation in the Big Event through Operation Sports Renovation.”

In business since 1945, Hibbett Sports operates over 750 sporting goods stores in small to mid-sized markets, predominantly in the Sunbelt, Mid-Atlantic and the lower Midwest. The company’s primary store format is Hibbett Sports, a 5,000-square-foot store located in dominant strip centers and enclosed malls. Each store typically lies within 150 miles of another Hibbett Sports location. For more information about Hibbett Sports’ Operation Sports Renovation program, please visit [http://www.hibbett.com/op\\_ren.php](http://www.hibbett.com/op_ren.php).

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