



---

# N e w s                      R e l e a s e

---

FOR IMMEDIATE RELEASE:

September 26, 2016

CONTACT: Al Blazek

VP of OmniChannel  
Dunham's Sports  
(248) 530-6700

## **DUNHAM'S SPORTS IS OPENING IN STURGIS, MICHIGAN!**

Troy, MI - Dunham's Sports, one of the nation's largest sporting goods chains, is pleased to invite Sturgis, MI and the surrounding communities, to its grand opening weekend. The ribbon cutting will be hosted on Friday, September 30th at 9:00 a.m. at the new location at 69060 M-66. Store hours are Sunday, 10 a.m. to 6 p.m., and Monday-Saturday, 9 a.m. to 9:30 p.m.

The first 100 adults in line on Friday, September 30th will receive a Dunham's Sports t-shirt. Also on Friday, there will be free 6-packs of Coke or Diet Coke to anyone making a \$10 purchase, while supplies last. The first 100 adults on Saturday, October 1st will receive a Dunham's Sports baseball cap. On Sunday, October 2nd, the first 50 people/families in line will receive a \$10 Dunham's Sports gift card.

"We are excited to be opening a store in the Sturgis community," said Jeff Lynn, chairman and chief executive officer of Dunham's Athleisure Corporation. "Dunham's prides itself on providing our customers with a wide variety of top-quality, value-oriented, name-brand merchandise at everyday low prices."

With the opening of the Sturgis location, there are now 66 Dunham's Sports in the state of Michigan and over 225 chain wide. The new Sturgis store offers a full line of traditional sporting goods and athletic equipment, as well as a wide variety of active and casual sports apparel and footwear featuring Under Armour, Nike, adidas, Puma and more. "We keep our customers coming back because of our continued commitment to provide the largest selections at the lowest prices," says Lynn. There will also be a large selection of athletic and outdoor apparel, a fitness department, plus a large value area featuring footwear at savings of 30-50% off. The expanded hunting department will offer more from your favorite brands like Remington, Rocky, Bushnell and Barnett. The store will also have a Fairway Center golf shop featuring top golf brands such as Taylormade, Nike, Callaway and more.

Dunham's strives to save the people living in our local communities money with programs like Dunham's Rewards, the Team Program and our Company Program. With Dunham's Rewards, you can sign up for emails at [www.dunhamsrewards.com](http://www.dunhamsrewards.com) to receive great money-saving coupons, tips and information about upcoming events at your local Dunham's Sports. The Team Program allows coaches of youth sports teams to sign their team up for a money-saving weekend so kids can get all the equipment they need to participate in sports. The Company Program is similar to the Team Program in that it allows employees of local companies to save money. Ask a sales associate about any of these money-saving programs.

Dunham's, one of the nation's largest retail sporting goods chains, was founded in 1937 in Detroit as Dunham's Bait and Tackle and has grown to over 225 stores in 20 Midwestern and Southern states. You can join the sports conversation on Dunham's Facebook page at [www.facebook.com/dunhamssportinggoods](http://www.facebook.com/dunhamssportinggoods).