

## Dunham's Sports® Announces Grand Opening in North Platte Friday, December 16



Dunham's Sports® is excited to announce the Grand Opening of its North Platte store on Friday, December 16. Dunham's would like to invite the residents of North Platte and the surrounding communities to our Grand Opening weekend. The new store, located at 1001 S. Dewey Street, will bring up to 40 new full-time and part-time jobs to the community. Store hours are Monday – Saturday, 9 a.m. to 9 p.m. and Sunday 10 a.m. to 7 p.m.

The first 75 adult customers to make a purchase on Friday, December 16 will receive a Dunham's Sports® gift card, with one being worth \$100. On Saturday, December 17, the first 50 people to make a purchase will receive a Dunham's Sports® t-shirt. And the first 50 people to make a purchase on Sunday, December 18 will receive a Dunham's Sports® baseball cap.

The North Platte store is the 4<sup>th</sup> Dunham's Sports® in the state of Nebraska. Dunham's Sports® is one of the largest sporting goods chains in the country, operating over 250 stores in 24 states. Founded in 1937 as Dunham's Bait & Tackle, Dunham's Sports® has grown to become the leading full-line sporting goods chain in secondary and tertiary markets in the United States.

The new store will offer expanded footwear and apparel departments, a large hunt, fish, camp and water sports area, and a broad selection of fitness equipment. In addition, Dunham's Sports® will offer an expanded selection of equipment for all team sports from youth through adult, a large golf department, a broad selection of indoor and outdoor games, Go-Carts and Mini-Bikes, work wear, denim, hydration and much more. The store will feature big name brands like Under Armour®, Carhartt®, Yeti®, Hydro Flask®, Levi's® and many more.

Dunham's Sports® is focused on delivering the name brands customers are looking for across its full assortment, while delivering great value: both tie directly into Dunham's Sports® motto "**Big Names . . . Low Prices.**" We encourage you to Get in the Game® at Dunham's Sports®, where our big names bring you in and our low prices bring you back! Visit [dunhamssports.com](http://dunhamssports.com) to find out more about the great brands and value Dunham's Sports® has to offer.