



---

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

---

FOR IMMEDIATE RELEASE:  
September 14, 2020

CONTACT: David Palmer  
VP of Marketing/Advertising  
Dunham's Sports  
(248) 530-6700

## **DUNHAM'S SPORTS IN FT. GRATIOT, MICHIGAN IS BIGGER AND BETTER!**

Troy, MI - Dunham's Sports, one of the nation's largest sporting goods chains, is pleased to invite Ft. Gratiot, MI, and the surrounding communities to its grand opening weekend beginning Friday, September 18th at the new Birchwood Mall location. Temporary store hours are Monday-Saturday, 9 a.m. to 9 p.m., and Sunday, 10 a.m. to 6 p.m. On Friday, September 18th there will be free 12-packs of Coke or Diet Coke to anyone making a purchase of \$10 or more, while supplies last.

"We are excited to be re-opening this bigger store, which will allow us to better serve the sporting goods needs of Ft. Gratiot and shows our continued commitment to the area," 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." Especially during this time, your safety and the safety of all of our team members remains our number one priority. We are following guidelines from the Centers for Disease Control (CDC), World Health Organization (WHO), and federal and state agencies. You can learn more about our approach to COVID-19 at [www.dunhamssports.com/covid-19.html](http://www.dunhamssports.com/covid-19.html).

With the re-opening of the Ft. Gratiot location, there are 69 Dunham's Sports in the state of Michigan and over 235 chain wide. The new Ft. Gratiot 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 Nike, Under Armour, adidas, Skechers 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 outdoor department will offer more from your favorite brands like Yeti, Remington, Rocky, Smith & Wesson and Crosman, plus a selection of boats and water sports equipment. The store will also have a Fairway Center golf shop featuring top golf brands such as Taylormade, Titleist, Callaway and Cobra.

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, sweepstakes 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.

All of the Big Names, Low Prices, coupons and sales are also available via the Dunham's Sports App at [www.dunhamssports.com/mobile-app.html](http://www.dunhamssports.com/mobile-app.html). And don't forget to opt-in to the Dunham's text alert program - learn more at [www.dunhamssports.com/dunhams-text-alert-program.html](http://www.dunhamssports.com/dunhams-text-alert-program.html).

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 235 stores in 22 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).