

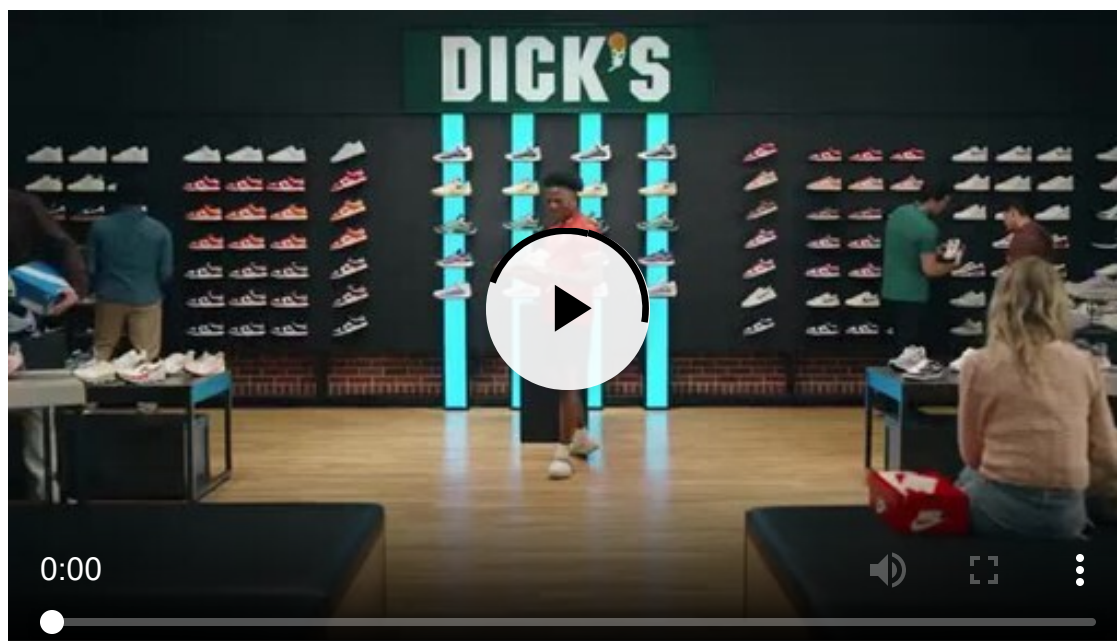


NEWS RELEASE

## DICK'S Sporting Goods taps IShowSpeed, Tom Brady, Kevin Durant, Suni Lee and Travis Hunter for Latest Footwear Campaign

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PITTSBURGH, March 20, 2025 /PRNewswire/ -- Today, DICK'S Sporting Goods (NYSE: DKS) announced a new footwear ad campaign titled, **Speed Shopping**, which showcases DICK'S as the destination for athletes' footwear needs with its extensive assortment of performance and lifestyle sneakers and cleats. The campaign stars viral video creator and streamer, **IShowSpeed**, alongside top athletes **Tom Brady**, **Kevin Durant**, **Suni Lee** and **Travis Hunter**.



IShowSpeed, who is known for his unparalleled athleticism, is surprised when his routine shopping trip to DICK'S Sporting Goods for a pair of sneakers turns into an all-out competition against a roster of legendary athletes. Brady, Durant, Lee and Hunter appear out of thin air to challenge the global phenom to a series of tests – from a 1-on-1 contest with Durant and backflip challenge with Suni to a face-off with The GOAT – all while he's trying to shop for some of the hottest footwear in the game, including the **adidas Spezial**, **adidas Electric Exotic Speed Cleats**, **Hoka Bondi 9**, **Nike Vapor Elite 1 NRG Football Cleats**, Nike KD18 (available in-stores and on **dicks.com** beginning on 4/18) and more.

"Only at DICK'S could a quick shopping trip turn into a side quest with some of the greatest athletes ever!" said IShowSpeed. "Getting to work with DICK'S and these legends was an amazing experience. Tom Brady said it best, DICK'S is the GOAT!"

"The campaign is all about the energy that makes culture and footwear so intertwined. By bringing together IShowSpeed and the biggest athletes in the world, we wanted to create something that's not just about shopping for shoes – it's about the experience, competition and passion that fuels every athlete," said Emily Silver, Chief Marketing Officer at DICK'S Sporting Goods.

Speed Shopping, developed and produced by **OBB Media's** branded content studio, **bolded**, is a continuation of OBB's partnership with DICK'S Sporting Goods. The spot highlights DICK'S Sporting Goods' commitment to merging sports, style and culture. With IShowSpeed's signature banter and high-energy interactions, the content delivers non-stop action and highlights a well-rounded, elevated assortment that makes DICK'S an exciting footwear destination for young athletes on and off the field.

Starting today, Speed Shopping will run across broadcast, digital, social and streaming services including Amazon Prime, Disney+, Hulu, Max, Netflix, YouTube Auction and YouTube Select. To learn more, please visit DICK'S Footwear Shop **here**.

### About DICK'S Sporting Goods

DICK'S Sporting Goods (NYSE: DKS) creates confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, the leading omnichannel retailer serves athletes and outdoor enthusiasts in more than 850 DICK'S Sporting Goods, Golf Galaxy, Public Lands and Going Going Gone! stores, online, and through the DICK'S mobile app. DICK'S also owns and operates DICK'S House of Sport and Golf Galaxy Performance Center, as well as GameChanger, a youth sports mobile platform for live streaming, scheduling, communications and scorekeeping.

Driven by its belief that sports have the power to change lives, DICK'S has been a longtime champion for youth

sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving and employment opportunities can be found on [dicks.com](https://dicks.com), [investors.dicks.com](https://investors.dicks.com), [sportsmatter.org](https://sportsmatter.org), [dickssportinggoods.jobs](https://dickssportinggoods.jobs) and on Instagram, TikTok, Facebook and X.

## Media Contact

DICK'S Sporting Goods – [press@dcsg.com](mailto:press@dcsg.com)

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