



Dear Valued Clients,

As we enter 2021, we wanted to take the opportunity to contact our customers and offer our gratitude for your support for this past year. We also reach out today to inform you that we have made the difficult decision to close our retail store located at 606 Crossroads Campus Drive, effective January 26th, 2021. Closing our retail location has been something we have been considering for awhile, and with our current lease expiring at the end of January, we felt now was the right time to close our retail doors. While our business will consist of online orders rather than shopping at our store, please know we are still fully committed to providing the same excellent service and high-quality products you've come to expect.

While Covid-19 has definitely impacted us, it is not what prompted this closure. Our online sales have grown much faster than expected--mostly for Bison apparel--which competes directly with our walk-in sales. As our business model pivots, we must make adjustments as well. With lease rates and overhead costs increasing, having a brick and mortar retail location no longer makes sense for our company.

Our team views this as an opportunity to grow our business and better serve you. We look forward to improving and expanding our website and online sales to offer more convenient opportunities for our valued customers.

Lastly, if you have any J&J Athletics Gift Cards, now is the time to redeem them. After our retail store closes later this month, outstanding gift certificates will expire.

Again, thank you for the support you have shown us over the years. We hope you will continue to look to us as your “shop local” destination for Bison apparel, embroidery needs, screen printing, and more. Our team looks forward to virtually connecting and serving our community with the same great service and inventory you expect from J & J Athletics. Please look for more detailed information coming soon on our [website](#), social media pages, or by subscribing to our newsletter.

Thank you,
Jason Sorenson and the J&J Athletics team