

Media Release

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For immediate release.

### **Alabama Outdoors to Open New Location in Florence**

Specialty outdoor retailer Alabama Outdoors will open a new location in the downtown district of Florence, Alabama. Space is being prepared for the store in the historic Rogers Building on North Court Street. The new location, set to open on August 3rd, will replace the store's current location.

The existing location, which was originally opened as Shoal Creek Outdoors in 1996, was purchased by Alabama Outdoors in 1999. The store will be closed July 28th through 31st in preparation for the move to the new space.

Alabama Outdoors is a leading provider of apparel, footwear and equipment that enhances the outdoor life. Specializing in product from The North Face, Patagonia, Chaco, Merrell, TOMS, Mountain Khaki's and others, Alabama Outdoors has established itself through excellent service to customers, quality products and expertise in the outdoors.

"We're happy for the opportunity to continue to provide exceptional service to our customers in a great new space downtown," said store manager Rachel Jensen. "The location is new, but we look forward to seeing lots of familiar faces in the coming weeks."

The grand opening for the new location at 119 North Court Street is set for 10 a.m. Friday, August 3rd. A ribbon cutting courtesy of the Shoals Chamber of Commerce will take place at 1 p.m. and is open to the public.

Operating since 1975 and based in Homewood, Ala., Alabama Outdoors currently manages six retail locations across the state.

For more information, contact Rachel Jensen, store manager, at [rachelnj@aloutdoors.com](mailto:rachelnj@aloutdoors.com) or 256-764-1809.