

Sports & Entertainment

Abercrombie & Fitch announces plans for Super Bowl LX as “Official Fashion Partner of the NFL”

NEW YORK & NEW ALBANY, Ohio – Jan. 27, 2026 – Abercrombie & Fitch (“Abercrombie”), a division of Abercrombie & Fitch Co. (NYSE: ANF), and the National Football League unveiled a series of experiences as part of Abercrombie’s first Super Bowl activation as the first league sponsor with the designation of “Official Fashion Partner of the NFL,” including curated events at NFL Culture Club alongside broader fan and athlete moments. “Abercrombie is bringing fashion into the center of the biggest moment in sports and culture, through a series of style-forward moments designed to celebrate our incredible partnership with the NFL,” said Carey Collins Krug, chief marketing officer at Abercrombie & Fitch Co. “The intersection of fashion and fandom is natural for our customer, and this activation reflects how those worlds come together.”

Super Bowl Styles at the NFL Shop:
As a go-to for game-day outfitting, Abercrombie will offer fans new Super Bowl styles, including hoodies, tees and jackets for the whole family, ranging from \$45-\$150, at an Abercrombie store experience within the NFL Shop Presented by Visa. The store will be located at Super Bowl Experience Presented by Jersey Mike’s at the Moscone Center in San Francisco from Tues, Feb. 3, through Sat., Feb. 7. Super Bowl LX collection is also available online at Abercrombie.com for a limited time only.
Featured Product Includes:



Super Bowl LX Crew Fleece (XS - XXL)
Super Bowl LX Crew Fleece Popover (XS - XXL)
Super Bowl LX Exclusive Tee (XS - XXL)
Abercrombie Kids Super Bowl LX Fleece Popover (Newborn – Kids)
Abercrombie Kids Super Bowl LX Tee (Newborn – Kids)
Seattle Seahawks Hoodie (XS – XXL)
Seattle Seahawks Tee (XS – XXL)
New England Patriots Tee (XS – XXL)
New England Patriots Team Bomber Jacket (XS – XXL)
Custom Jackets for Pro Bowl

Games:
Known for its exceptional clothing and accessories and its unique and authentic approach to NFL merchandise, Abercrombie is gifting the players and coaches selected to participate in the Pro Bowl Games with exclusive, custom bomber jackets, designed to celebrate excellence. The Pro Bowl Games will be played at the Moscone Center South Building on Tues, Feb. 3 at 8 p.m. ET and available to watch across ESPN, Disney XD, ESPN Deportes, the ESPN App and on mobile with NFL+.
Invite-Only Fashion Presentation:
On the eve of Super Bowl LX,

Abercrombie will showcase their current collection along with key NFL licensed products at an invite-only fashion presentation. The event will feature NFL stars, wives and girlfriends, celebrities, influencers and sports industry leaders. The presentation, set for Saturday, Feb. 7, will take place with a series of vignettes featuring a mix of vintage and modern styling, looking to the brand’s 134-year-old archives and its rich history with American sports for inspiration. “Abercrombie & Fitch brings a modern, authentic and fashion-focused point of view that resonates with fans, and their Super Bowl LX activation reflects the

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evolution of how the NFL celebrates our biggest moment,” said Tracie Rodburg, senior vice president of global partnership at the NFL. “Together, we’re creating experiences that celebrate the energy of the Super Bowl while expanding how fans engage with the NFL through style.”
The Abercrombie and NFL licensed products are currently available online and in stores. The exclusive Super Bowl LX items will be available online today for a limited time only.

About Abercrombie & Fitch
Abercrombie strives to make every day more exceptional, creating a sense of getaway through its quality apparel, accessories and fragrance crafted for every occasion. Abercrombie & Fitch is the namesake brand of Abercrombie & Fitch Co. (NYSE: ANF) and is sold in more than 300 stores (including abercrombie kids) worldwide and abercrombie.com globally.

Sweetspire TV
spotlights
filmmaker
**Jaron
Lockridge**
from sports-ent. 6

grounded in Southern experience. “I’m drawn to stories about what people do when they think no one is watching—and what happens when the truth catches up,” said Lockridge. “These films reflect different sides of that idea.”
_A Curated Filmmaker Spotlight
The Jaron Lockridge Collection reinforces Sweetspire TV’s growing focus on filmmaker-driven curation, offering audiences not just content, but context—inviting viewers to explore a body of work rather than isolated titles. Presented as part of Sweetspire TV’s ongoing Filmmaker Spotlight initiative, the collection underscores the platform’s mission to elevate independent voices and authentic regional storytelling. The Jaron Lockridge Collection is now streaming on Sweetspire TV, available on Roku and supported devices. For more information, visit Sweetspire.tv.
Sweetspire TV is a curated streaming platform dedicated to independent films, series, and conversations that center culture, community, and compelling storytelling. Where The South Tells Its Stories, Sweetspire TV connects audiences with creators and narratives that resonate beyond the screen.

**Coward, Wells,
and Spencer rise
to 2026 Castrol
Rising Stars**
from sports page 1

NRA partners with ‘We the Free’ streaming network to present Second Amendment-based and American lifestyle content from sports page 1

ice.
“By combining the NRA’s 150-years of expertise with WTF’s cutting-edge content creators, we are giving our members a front-row seat to some of the most exciting, curated firearm content on the planet. NRA members will immediately receive a 10-percent discount for a We the Free subscription, while We the Free subscribers who are not NRA members will be encouraged to join by seeing what the NRA has to offer them.”

A New Era of 2A Entertainment

The partnership unlocks a massive-and-growing library of premium content for NRA members, featuring some of the most recognizable personalities in the 2A community. The new content slate focuses on “edutainment”—merging tactical expertise with high-stakes challenges, comedy, and lifestyle programming.

Featured Shows & Talent on ‘We the Free’ Include:

Guns Out TV: Hosted by John Keys and Shermichael Singleton, this flagship series blends pop culture, politics, and firepower, delivering a fresh, stylish take on the gun world that is as informative as it is entertaining.

Print Shoot Repeat: The internet’s most viral 3D-printing fire-

“This partnership is about more than just firearm education, something the NRA has done well for a very long time; Rather, it’s about reclaiming a stake in American pop culture through world-class entertainment within a platform that NRA has not yet captured,” said Doug Hamlin, Executive Vice President & CEO of the NRA.

arm enthusiast brings his signature humor, music, and “burrrr” to the big screen, testing the limits of home-built engineering in high-energy experiments.

Keep & Bear News: Jared J. Yanis provides rapid-fire analysis of the latest industry tech and Second Amendment news, keeping viewers ahead of the curve.

ICarry: NRA Staff’s expert evaluation of current carry options.

The Kim Klacik Show: Cultural commentator Kim Klacik explores the intersection of politics and freedom, featuring unfiltered interviews with the voices leading the fight for liberty.

Curated and On Demand
In addition to the star-studded lineup, the platform will feature “The Freedom Front,” a new collaborative series between the

NRA and WTF that highlights the human side of gun ownership—from competitive shooting docu-series to hunting adventures in America’s wildest frontiers. Other classic shows such as “I Have this Old Gun” will also be included.
“We are building the Netflix of the Second Amendment,” said We the Free’s Shermichael Singleton. “This isn’t just about reviewing gear; it’s about the culture, the humor, and the excitement of the lifestyle. With partners like NRA, we are taking the production quality and the stakes to a whole new level.”
The new content slate is available immediately via the We the Free app on all major smart TVs

and mobile devices.

About the National Rifle Association
Established in 1871, the National Rifle Association is America’s oldest civil rights and sportsmen’s group. More than five million members strong, NRA continues its mission to uphold Second Amendment rights and is the leader in firearm education and training for law-abiding gun owners, law enforcement and the military.

About We the Free
We the Free is a rapidly growing online streaming platform dedicated to uncensored American lifestyle content. From outdoor

adventures and comedy to historical documentaries and firearm education, We the Free provides a home for creators and viewers who value American heritage, self-protection, sport and the American spirit of individualism that a strong Second Amendment—guns—ensures.
Incorporated in 1871, the National Rifle Association is America’s longest-standing civil rights organization. Together with our millions of members, we’re proud defenders of history’s patriots and diligent protectors of the Second Amendment.
Follow the NRA on Facebook, Instagram, and X (Formerly Twitter).

two rookies or second-year players (Matas Buzelis) to play and start every game for his team this season.

Spencer (6-3, 201) has played 42 games (11 starts) and has averaged 12.0 points, 2.7 rebounds and 5.5 assists in 23.8 minutes while shooting 48.4 percent from the field, 46.4 percent from 3-point range and 91.9 percent from the free throw line in his second NBA season.
The 25-year-old native of Davidsonville, Md., who was selected 53rd overall in the 2024 NBA Draft after guiding UConn to the 2024 NCAA championship, ranks fourth in the NBA in 3-point percentage and free throw percentage, sixth in true shooting percentage (.669) and 10th in offensive rating (132.4).

Watch for The Mid-South Tribune’s 31st Annual Black History Edition “Celebrating America’s 250th Anniversary and a Culture of Freedom!” Coming in Feb. 2026!

TN Titans hire new coach from sports page 4

2009-10: Linebackers Coach – Houston Texans
2006-08: Defensive Assistant – Houston Texans
2005: Coaching Intern – Houston Texans
2005: Defensive Assistant/Linebackers – University of Georgia

2004: Defensive Assistant/Defensive Line – Central Michigan University
2003: Defensive Assistant/Defensive Line – Michigan State University
2002: Offensive Assistant/Tight Ends – Michigan State University

