



# DOCOCO PRESS RELEASE

## For Immediate Release:

Thursday, April 13, 2023

## DOCOCO Announces a Lids + Kings Locker Room Store to Open April 14

**Sacramento, Calif.** – DOCOCO (Downtown Commons) and the Sacramento Kings are pleased to announce that a Lids + Kings Locker Room storefront will open on Friday, April 14. The new Lids + Kings Locker Room will be located across from Urban Outfitters on the main plaza in front of the entrance to Golden 1 Center. Known as the nationwide leader and destination for hats and official fan gear, this is the first Lids storefront to open in Sacramento’s downtown core.

A dual retail concept geared for sports enthusiasts, the Lids + Kings Locker Room will offer popular merchandise from thousands of college and pro teams in a variety of styles that include snapback, adjustable and fitted hats, beanies, jerseys, t-shirts and more. Plus, a wide variety of popular and fan-favorite Sacramento Kings and Sacramento River Cats merchandise will also be available, including branded jerseys, hats, and more. Consumers can expect the same unparalleled retail experience, including Lids' signature Custom Zones, which allow consumers the opportunity to custom-embroider a product of their choice in-store.

“We’re excited to team up with DOCOCO and the Sacramento Kings to unveil this state-of-the-art Lids storefront location,” said Britten Maughan, President at Lids Sports Group. “The Kings and DOCOCO have been the ideal partners throughout the process. We look forward to providing consumers with all the headwear and apparel they need to represent their favorite teams and a Lids location they can be proud of.”

DOCOCO is an outdoor shopping, dining, and entertainment destination in the heart of downtown Sacramento. Convenient parking is available in DOCOCO’s central garage with an entrance on J Street between 4th & 5th Streets. Parking validation is available at most DOCOCO tenants with a purchase. The elevators and escalators take guests up to the plaza’s main level and second level terrace near many of the restaurants, eateries and retail tenants.

Plus, the plaza offers a DOCOCO Rewards loyalty program with prizes, discounts, incentives and benefits for shopping, dining, playing, staying and completing activities via the online app. Free to download, the DOCOCO Rewards app is available via the Apple Store and Google Play. New members receive 200 points for signing up plus shoppers receive triple points on Sacramento Kings game days. A complete set of DOCOCO Rewards rules, restrictions and instructions and a list of DOCOCO businesses and members of the DOCOCO Merchant’s Association are available on the app. For more information about DOCOCO Rewards, please visit [www.docosacramento.com/rewards](http://www.docosacramento.com/rewards).



# DOCOSacramento PRESS RELEASE

For more information about upcoming community activations and/or the variety of retail shopping, dining, and service offerings at DOCO, visit [www.docosacramento.com](http://www.docosacramento.com) or follow DOCO on [Facebook](#), [Twitter](#) and [Instagram](#). Social Media Tags: #DOCOSacramento, #HelloDOCO.

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## **About Lids**

Lids Sports Group is the largest licensed sports retailer in North America, selling fan and fashion-oriented headwear and apparel across the North America, Europe and Australia through over 1,500 retail locations. Indianapolis-based Lids Sports Group carries officially licensed and branded gear aimed at empowering customers to represent their unique and individual style, team, passion and fun. Lids Sports Group operates stores under the Lids, Locker Room by Lids, Fanzz, Yankees Clubhouse Shops, Dodgers Clubhouse, Cardinals Clubhouse, and numerous other nameplates. Lids also has locations within select Macy's department stores nationwide. To find a retail location near you visit [blog.lids.com](http://blog.lids.com) or join the #LidsLoyal on Instagram ([@lids](#)), Facebook ([@lids](#)), Twitter ([@lids](#)), or [LinkedIn](#).

## **About DOCO (Downtown Commons)**

Located adjacent to Golden 1 Center (the world's most technologically advanced and sustainable arena), DOCO is an entertainment and lifestyle district in Sacramento's dynamic urban core showcased by incredible retail destinations, bars and restaurants, office space, residential units, the Sawyer Hotel (a 250-room hotel managed by Kimpton Hotels), and the vibrant and iconic sculpture by Jeff Koons titled "Coloring Book."

## **Media Contact:**

DOCO: Traci Rockefeller Cusack at 916-213-4373 or [traci@trockcommunications.com](mailto:traci@trockcommunications.com)

Lids: Chris Bartels at [lids@berkcommunications.com](mailto:lids@berkcommunications.com)