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**FOR IMMEDIATE RELEASE**

**ROCKY 4EURSOLE TO BE A MILE SPONSOR FOR THE  
NATIONWIDE CHILDREN'S HOSPITAL COLUMBUS MARATHON & HALF MARATHON**  
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**Nelsonville, OH (June 12, 2015)** – Rocky Brands' new women's line of high-comfort footwear, Rocky 4EurSole, is for on-the-go women – so it's fitting that the brand will be a mile sponsor for the upcoming Nationwide Children's Hospital Columbus Marathon & ½ Marathon in October.

The Rocky 4EurSole mile will feature a Patient Champion whose story will inspire athletes and spectators during the marathon on October 18.

Rocky 4EurSole is partnering with Lucky Shoes for the event to introduce 4EurSole to active women and Lucky Shoes as the brand's exclusive retailer in Columbus and Fairlawn, Ohio. Between now and the Marathon, Lucky Shoes will accept donations on behalf of Nationwide Children's Hospital at its newest location at Easton Town Center in Columbus.

You may also donate through the team [NationwideChildrens.org/Marathon](http://NationwideChildrens.org/Marathon) to support the hospital's mission to deliver the best possible healthcare for children, regardless of a family's ability to pay.

Rocky Brands is sponsoring a Rocky 4EurSole/Lucky Shoes team and volunteers from both Ohio businesses will be present the day of the race to cheer on all runners and walkers (or race participants).

"We are honored and fortunate to be part of an event that contributes to helping cure, mend and comfort patients and families that are treated at Nationwide Children's Hospital," said Liz Horn, Senior Vice President of Lifestyle Markets for Rocky Brands. "Some of our employees (myself included) have children who have been treated there and it's important to us, as a company deeply rooted in our community, that we support their continued efforts and success."

More than \$3 Million has been raised for Nationwide Children's Hospital since it was named to be the title beneficiary of the race in 2012.





**Rocky 4EurSole** is a collection of clogs designed for active women who are seeking both comfort and fashion in their footwear. The shoes offer a unique three-part system that allows the wearer the option to interchange insoles to create either a backless slide, a swivel-strap slide or a full back shoe. They are constructed with full-grain leathers and ergonomic, cushioned footbeds. The first styles are now delivering to retail. More information can be found at [4EurSole.com](http://4EurSole.com). You can also 'Like' them on Facebook at [facebook.com/4EurSole!](https://facebook.com/4EurSole!)

*Interchangeable comfort footbeds give you 3 shoes in 1!*



**Rocky Brands, Inc.** is a leading designer, manufacturer and marketer of premium quality footwear and apparel marketed under a portfolio of well recognized brand names including Rocky®, Georgia Boot®, Durango®, Lehigh®, Creative Recreation® and the licensed brand Michelin®. For more information, visit [rockybrands.com](http://rockybrands.com).

**Lucky Shoes** is an Ohio-based shoe retailer with four locations in state, the newest being at Easton Town Center in Columbus, and has been around for 95 years. For more information, visit [luckyshoes.com](http://luckyshoes.com). You can also 'Like' them on Facebook at [Facebook.com/LuckyShoesStore!](https://Facebook.com/LuckyShoesStore!)

**The Nationwide Children's Hospital Columbus Marathon & 1/2 Marathon** will be held on Sunday, Oct. 18, 2015 and will feature up to 19,000 athletes. The Marathon, now in its 36th year, is the largest marathon in Ohio and the 16th largest in the United States. The 1/2 Marathon is celebrating its 10th anniversary in 2015 and is the largest 1/2 Marathon in Columbus. More than \$3 million has been raised for Nationwide Children's Hospital since it became the title beneficiary of the event in 2012. For more information, visit [columbusmarathon.com](http://columbusmarathon.com).

#### **About Nationwide Children's Hospital**

Ranked 9th of only 12 children's hospitals on U.S. News & World Report's 2015-16 "America's Best Children's Hospitals Honor Roll," Nationwide Children's Hospital is one of the nation's largest not-for-profit freestanding pediatric healthcare networks providing wellness, preventive, diagnostic, treatment and rehabilitative care for infants, children and adolescents, as well as adult patients with congenital disease. Nationwide Children's has a medical staff of 1,100 and nearly 10,000 employees providing state-of-the-art pediatric care for one million patient visits annually. As home to the Department of Pediatrics of The Ohio State University College of Medicine, Nationwide Children's physicians train the next generation of pediatricians and



pediatric specialists. The Research Institute at Nationwide Children's Hospital is one of the Top 10 National Institutes of Health-funded freestanding pediatric research facilities. Nationwide

Children's remains true to the original mission since its founding in 1892 of providing care regardless of a family's ability to pay. More information is available at [NationwideChildrens.org](http://NationwideChildrens.org).

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