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**FOR IMMEDIATE RELEASE**

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## **Rocky 4EurSole Sponsors BuckeyeThon Benefiting Nationwide Children's Hospital** *Record setting event raises more than \$600,000 for children's cancer care*

(NELSONVILLE, Ohio – February 18, 2013) – Rocky 4EurSole, a new purpose-built line of Rocky brand footwear specifically designed for health care professionals, recently served as a platinum sponsor for the BuckeyeThon 24-hour dance marathon held February 8-9 in Columbus, Ohio. BuckeyeThon is the Ohio State student-run philanthropy benefitting the Hematology/Oncology Department of Nationwide Children's Hospital in an effort to end childhood cancer.

“BuckeyeThon is such an inspirational and remarkable event, and Rocky 4EurSole is proud to have been able to take part and show our support,” said Rocky 4EurSole Marketing Manager Jodi Waterman. “We were delighted to witness a record-breaking event, seeing more kids than ever participate in the dance marathon this year. That level of participation and success is really something special for everyone involved with the event and will go a long way toward helping Nationwide Children's Hospital provide care to children in need.”

BuckeyeThon is a year-long fundraising effort to benefit children who are treated on the Hematology/Oncology floor at Nationwide Children's Hospital. College students, committee members, dancers and volunteers participate in events throughout the year leading up to the dance marathon. This year's event took place in the Ohio Union and raised more than \$608,000 for the Hematology and Oncology Department of Nationwide Children's Hospital, an increase of more than 30-percent from 2012.

The dance marathon was broken into two 12-hour shifts in order to accommodate the growing number of participants. A new record was set for this year's event, featuring approximately 3,500 registered dancers and doubling the amount of participants from last year. Additionally, the registration numbers made this year's BuckeyeThon one of the largest dance marathons in the history of Children's Miracle Network Hospitals, one of America's leading children's charities which serves approximately 170 children's hospitals in the U.S. and Canada.

Designed specifically for women in the health care industry, Rocky 4EurSole shoes are built on a unique three-part system that allows the wearer to convert the two insoles to create a backless clog with a removable and interchangeable swivel-strap or wear as a traditional full-back clog.



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Constructed with our PetalTrax technology, 4EurSole provides maximum comfort and stability for all day wear, delivering a superior level of slip-resistance, partnered with a dual-density PU midsole that interlocks with the patented EVA footbed. Each EVA footbed is covered with memory foam and soft antimicrobial fabric. The clog upper, constructed with high-quality leather, is available in a variety of colors and prints.

Rocky 4EurSole will be available for purchase June 2013.

**About Rocky Brands**

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® and the licensed brand Michelin® Footwear. Rocky Brands is proud to supply footwear to the United States military. For more information, visit [www.RockyBrands.com](http://www.RockyBrands.com).

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