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DURANGO DONATION SUPPORTS FIGHT AGAINST BREAST CANCER

NELSONVILLE, Ohio – Durango Boot, a division of Rocky Brands, Inc., continues its ongoing support of breast cancer research with a \$3,152 donation to the Stefanie Spielman Fund for Breast Cancer Research at The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute (OSUCCC – James). The donation will be directed to the organization's fund to help improve treatment, advance patient care and ultimately, to find a breast cancer cure. One hundred percent of the dollars donated to the Spielman Fund support this life-saving work.

“A portion of proceeds generated through 2018 sales of the Pink Ribbon Lady Rebel boot are donated to the Spielman Fund in support of their great work,” said Erin DeLong, Durango Boots marketing manager.

For each pair of [Durango's Pink Ribbon Lady Rebel western boots](#) sold, the brand donates a percentage of the proceeds to breast cancer organizations or initiatives. To date, Durango has donated \$261,004 to breast cancer research, including \$75,758 in support to the Spielman Fund.

The Pink Ribbon Lady Rebel boot features a translucent rubber graphic outsole with a pink ribbon graphic, a symbol for breast cancer awareness and support for those who have been affected by the disease. The boots are extremely lightweight, constructed with a cushion flex insole, tempered steel shank and rolled shank area. A contoured, ventilated, removable cushion footbed, dual-density rubber outsole and molded EVA midsole ensure maximum comfort for long wear. The boots retail for \$149.99.

In 1998, Stefanie Spielman was diagnosed with breast cancer at the age of 30 and lost her battle with the disease in 2009. Stefanie and her husband Chris Spielman, an All-Star linebacker from Massillon, Ohio and 11-year NFL player, became advocates for the fight against breast cancer, founding the Stefanie Spielman Fund for Breast Cancer Research in 1998. The fund has raised more than \$22 million to support research at the OSUCCC – James.

“We are grateful for companies like Durango Boot and Rocky Brands who are continuing Stefanie’s legacy of hope,” said Chris Spielman.

To learn more about the Stefanie Spielman Fund for Breast Cancer Research, visit www.spielmanfund.com.



Durango Boots Employees Erin DeLong, Steffie Humphrey, Abbie Hughes and Maggie DeHart with Maddie Spielman

About The OSUCCC – James

The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute strives to create a cancer-free world by integrating scientific research with excellence in education and patient-centered care, a strategy that leads to better methods of prevention, detection and treatment. Ohio State is one of only 49 National Cancer Institute-designated Comprehensive Cancer Centers and one of only four centers funded by the NCI to conduct both phase I and phase II clinical trials on novel anticancer drugs. As the cancer program's 308-bed adult patient-care component, The James is one of the top cancer hospitals in the nation as ranked by *U.S. News & World Report* and has achieved Magnet designation, the highest honor an organization can receive for quality patient care and professional nursing practice. At 21 floors with more than 1.1 million square feet, The James is a transformational facility that fosters collaboration and integration of cancer research and clinical cancer care. For more information, please visit cancer.osu.edu.

About Durango

Founded in 1966 Durango Boot® manufactures and markets quality-crafted western and fashion footwear for men, women and children. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY. For more information visit www.durangoboot.com.

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