

DURANGO®

HEAD WEST

DURANGOBOOT.COM • 39 EAST CANAL STREET • NELSONVILLE, OHIO 45764 • (740) 753-9100

FOR IMMEDIATE RELEASE

Contact: Brittany Williams
Alday Communications
615-791-1535
brittany@aldaycommunications.com

DURANGO DELIVERS LIGHTEST WEIGHT WESTERN BOOT ON THE MARKET

NELSONVILLE, Ohio – A unique hybrid of a western boot and athletic shoe, Durango's new ultra-lightweight Rebelicious collection is changing the way people think about western footwear.

"Rebelicious is something that's never been done before in the western market," said Amber Vanwy, Sales and Marketing Manager for Durango. "This is the lightest weight and most comfortable western boot on the market."

Weighing in at just under one pound, Rebelicious is built on an extremely lightweight, abrasion-resistant EVA outsole. Colorful outsole options, a booming trend in athletic footwear, are available for the first time in a western-style boot, complemented by bright, stitched western uppers.

Adding to the comfort of Rebelicious, the uppers have a soft, mesh lining and its removable EVA footbed provides cushioned comfort. The boots also have a square toe and 1" heel.

Competitively priced, the women's Rebelicious have a suggested retail price of \$99.99; children's styles retail for \$79.99.

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.



Durango Specs:

- Soft mesh lining
- Fiberglass shank
- Removable EVA footbed provided cushioned comfort
- Extremely lightweight abrasion-resistant outsole
- Additional rubber pads for outsole wear resistance
- Square toe
- 1" heel
- MSRP: Women's \$99.99
- MSRP: Children's \$79.99

**SAMPLES AND IMAGES
AVAILABLE UPON REQUEST**

#####