

DURANGO®

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INFORMATION FOR RELEASE

June 27, 2019

DURANGO BOOTS NAMES JERROD NIEMANN COUNTRY MUSIC BRAND AMBASSADOR

NELSONVILLE, Ohio and NASHVILLE, Tenn. – Durango Boots has tapped Curb Records’ Platinum hitmaker **JERROD NIEMANN** as their newest Country Music Brand Ambassador. As part of the newly-minted partnership, Niemann will represent Durango at select events and be featured across social media campaigns rolling out over the next six months.

“Jerrod is a captivating performer and a distinguished presence in the Country music industry,” said Erin DeLong, Durango marketing manager. “His authentic Country spirit aligns perfectly with Durango’s brand.”



With nearly a decade of success under his belt, Niemann has topped Country charts with PLATINUM-certified anthems “Drink to That All Night” and “Lover, Lover,” racked up multiple nominations from the Academy of Country Music, Country Music Association and CMT Awards, as well as toured with some of Country music’s biggest stars including Dierks Bentley, Brad Paisley and Keith Urban.

Building on his new role, Niemann has selected his personal favorite Durango styles to be spotlighted on his feature page on the Durango website, which fans can shop [HERE](#).

“I’ve spent nearly every day of my life wearing a pair of boots — from working on ranches as a kid to playing Country music on stages across the nation,” said Niemann. “My Durango boots have kept me on my feet better than any other pair I’ve ever worn, so when the opportunity to work with the brand came up, I couldn’t have been more excited.”

The chart-topping tunesmith is currently out on his *TALLBOYS & SHORT STORIES TOUR*, with more dates to be announced soon. For additional information on **JERROD NIEMANN**, please visit <https://jerroдниemannofficial.com/> and reach out to him on [Facebook](#), [Twitter](#) and [Instagram](#).

ABOUT DURANGO | Founded in 1966, Durango Boots 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.durangoboots.com.

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ABOUT JERROD NIEMANN |

After nearly a decade as a major label artist, prolific hitmaker Jerrod Niemann is taking it back to his roots with his *LIVE IN CONCERT: JERROD NIEMANN TALLBOYS AND SHORT STORIES* headlining tour, which kicked off this spring. His latest song, “[Old Glory](#),” was penned as a patriotic anthem and inspired by Niemann’s multiple USO Tours. Continuing to dig deep in his journey, the Curb Records star released *THIS RIDE* (2017), which includes the feel-good jam, “I Got This,” an uplifting duet “A Little More Love” (with Lee Brice), and the classy romance of “God Made a Woman.” The tunesmith last topped Country charts with his PLATINUM-certified anthem “Drink to That All Night,” a multi-week #1 from the 2014 album *HIGH NOON*. Niemann first burst onto the scene in 2010 with his critically-acclaimed major label debut, *JUDGE JERROD & THE HUNG JURY*, which skyrocketed on the strength of his PLATINUM-certified #1, smash “[Lover, Lover](#)” and GOLD-certified, Top 5 “[What Do You Want](#).” From ACM, CMA, and CMT Award nominations, to headlining and touring with some of Country’s hottest acts – Dierks Bentley, Brad Paisley, and Keith Urban – Niemann continues to make his mark by creatively pushing boundaries while still offering a sincere nod to the legends before him.

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