

DURANGO®

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INFORMATION FOR RELEASE

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DURANGO BOOTS NAMES LUKE BROWN COWBOY AMBASSADOR

NELSONVILLE, Ohio – Durango Boots has named professional team roper, Luke Brown, an official Durango Cowboy Ambassador. Beginning now, and throughout 2019, Brown will represent the brand at various corporate and public events. Durango will serve as Luke’s exclusive footwear sponsor.

Durango is committed to bringing new and advanced designs in functional western footwear to the market, launching the highly anticipated and cowboy-tested, Rebel Pro collection this spring. Brown’s high-intensity lifestyle aligns with the brand’s focus, showcasing the need for increasingly functional boots designed for the most active western lifestyles.

“Our new Rebel Pro collection showcases our focus on merging technologies and design into footwear specifically for our performance-driven customers,” said Erin DeLong, Durango marketing manager. “Luke’s strong dedication and success in his sport, embodies the values at the core of the Rebel Pro collection, and the brand. We are thrilled to have him represent Durango as a Cowboy Ambassador.”

Luke Brown is one of the most successful team ropers on the circuit today. His wins include 11 NFR qualifications and three NFR average championships.



In addition to representing Durango at select events, Brown will also personally select his favorite Durango styles for inclusion on his own branded webpage, www.durangoboots.com/luke-brown and included in social media and in-store advertising campaigns.

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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