

DURANGO®

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INFORMATION FOR RELEASE

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DURANGO BOOTS SIGNS TEAM ROPING CHAMPION HEELER PAUL EAVES

NELSONVILLE, Ohio –Durango Boots has added professional team roper and 2018 PRCA world champion heeler, Paul Eaves to the brand’s growing Cowboy Ambassador roster. Eaves will join his roping partner Luke Brown, who is also a Durango ambassador, in representing the brand throughout the coming year. Durango will also serve as Eaves’ exclusive footwear sponsor.

“Through his dynamic team roping career, Paul exemplifies the hard-working western values Durango esteems,” said Erin DeLong, Durango marketing manager. “We’re thrilled to have Paul join us as a Durango Cowboy Ambassador.”

Eaves won his first team roping world championship in 2018 at the Wrangler NFR after finishing with a single-season record and placed third in the Average at the event. His wins also include 7x consecutive NFR qualifications and over a million dollars in career earnings.

Durango remains committed to bringing innovative designs and advanced technology to the traditional and western performance market. This spring, Durango launched the highly anticipated and cowboy-tested Rebel Pro collection, with another performance collection currently in development.



“What I love about the Rebel Pro boots is that they’re incredibly comfortable and lightweight,” said Eaves. “I can wear these boots all day long and my feet don’t get sore. There are many things I worry about when I compete, but I don’t have to worry about my Rebel Pro’s.”

Eaves will be included in social media and in-store advertising campaigns and will personally select his favorite Durango styles for inclusion on his own landing page, www.durangoboots.com/paul-eaves/

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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