



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

FOR IMMEDIATE RELEASE

August 5, 2019

Contact: Tony Williams
Alday Communications, Inc.
615-791-1535
tony@aldaycommunications.com

Georgia Boot Partners with National 4-H Council to Shape Future Leaders

NELSONVILLE, Ohio (DATE) – Georgia Boot, America’s hardest-working boot for more than 80 years, is partnering with National 4-H Council to provide critical resources to support the organization’s efforts to empower youth across the U.S. with the skills to lead for a lifetime. For more than 100 years, 4-H, the nation’s largest youth development organization, has impacted millions of young people in communities through hands-on learning experiences that help build life skills like confidence, creativity, leadership and resiliency enabling them to thrive today and tomorrow.

Alumni, current members, staff, and volunteers will receive a special promotional code from 4-H email and social channels in both August and September for a discount on purchases at GeorgiaBoot.com. Georgia Boot will donate a portion of the proceeds back to the National 4-H Council upon discount redemption.

“With nearly six million total participants, 4-H remains dedicated to empowering America’s youth,” said Melissa Lewis, marketing manager for Georgia Boot. “We’re proud to partner with an organization with such a rich history in hard-working communities nationwide. We’re excited that Georgia Boot and its customers can support the next generation of leaders.”

Through its network of over 100 public universities, 4-H’s research-backed programs reach young people through school and community clubs, in-school and after-school programs and 4-H camps. The life-changing 4-H experience is delivered by 3,500 4-H professionals and 500,000 volunteers across the country and includes a mentor, a hands-on project and a meaningful leadership opportunity.

“Utilizing our national footprint to reach as many young people as possible, we’ve developed various programs that meet youth where they are and connect with their interests – from science, health, agriculture and civic engagement,” said Heather Elliott, Vice President of Resource Development. “We’re grateful for the support of organizations like Georgia Boot, so we may continue helping young people learn by doing and develop the skills they need to be prepared for life today and careers of tomorrow.”

For information on ways to get involved or about the partnership, visit www.4-h.org.

About Georgia Boot

For over 75 years, Georgia Boot® has been a leader in the work footwear market. Based in Nelsonville, Ohio, the company manufactures and markets quality work and outdoor footwear. The company’s products are available in nearly 3,000 retail and catalog outlets. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY. For more information visit follow us on Twitter, [@GeorgiaBoot](https://twitter.com/GeorgiaBoot), or Facebook facebook.com/GeorgiaBoot.

About 4-H

4-H, the nation’s largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. 4-H is the youth development program of our nation’s Cooperative Extension System and USDA, and serves every county and parish in the U.S. through a network of 110 public universities and more than 3000 local Extension offices. Globally, 4-H collaborates with independent programs to empower one million youth in 50 countries. The research-backed 4-H experience grows young people who are four times more likely to contribute to their communities; two times more likely to make healthier choices; two times more likely to be civically active; and two times more likely to participate in STEM programs.

Learn more about 4-H at www.4-H.org, find us on Facebook at www.facebook.com/4-H and on Twitter at <https://twitter.com/4H>.

####