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DRAFT FOR REVIEW

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Georgia Boot Partners with Country Music Star Brantley Gilbert to Benefit the USO

NELSONVILLE, Ohio – Georgia Boot, America’s hardest-working boot for more than 80 years, will partner with country music star [Brantley Gilbert](#) on a promotion benefitting the USO. The cause-related promotion will be featured during select Gilbert concerts this summer and fall.

Fans at select shows will have the opportunity to purchase Georgia Boots online using a special promotional code. A portion of the proceeds from sales with the code will be donated to the USO, which has supported service members and military families for more than 78 years.

The Georgia Boot promotional code will be displayed on screen behind Gilbert during select shows, and fans will have until Oct. 21 to use the discount code at [GeorgiaBoot.com](#).

“Brantley is a skilled performer and a generous philanthropist through his work with the USO,” said Melissa Lewis, marketing manager for Georgia Boot. “We’re proud to partner with an artist who represents hard work, patriotism and authentic country spirit to benefit an organization that does so much for the men and women of our military.”

Gilbert, signed to The Valory Music Co., is one of the top stars in country music, having released two Platinum albums with six No. 1 singles, including “Country Must Be Country Wide,” “You Don’t Know Her Like I Do,” the CMA Awards Song of the Year nominee “Dirt Road Anthem,” “My Kinda Party,” “Bottoms Up” and “One Hell Of An Amen.”

“I’m who I am today and where I am in the music industry because of hard work, and partnering with the USO has been a passion of mine throughout my career,” Gilbert said. “Georgia Boot is footwear that fits my lifestyle and is popular among my fans. I’m excited to work with them this year to support our troops and their families.”

The 2019 “Not Like Us” tour, Gilbert’s seventh as a headliner, continues through October. The Georgia Boot partnership promotion benefitting the USO will next be offered at Gilbert’s tour stops August 30-31 in Darien, Conn., and Pittsburgh, Pa.

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](#), or Facebook [facebook.com/GeorgiaBoot](#).

About Brantley Gilbert

One of only five Country artists to have back-to-back Platinum albums this century, Brantley Gilbert has made his own kind of Country music, a sound that has resonated with the outsiders, outliers and zest-for-life livers in a collective known as the BG Nation. The Georgia-born-and-bred singer/songwriter has six No. 1s – “Country Must Be Country Wide,” “You Don’t Know Her Like I Do,” the CMA Awards Song of the Year nominee “Dirt Road Anthem,” “My Kinda Party,” “Bottoms Up” and “One Hell Of An Amen” – and the 2014 American Music Award for Favorite Country Album for *Just As I Am* to his credit. Following his highly-acclaimed Gold-certified album *The Devil Don’t Sleep* via The Valory Music Co., Gilbert recently teamed up with Lindsay Ell on his new single “What Happens In A Small Town,” which is currently Top 15 as it continues its ascension at Country radio. But what separates Gilbert from the rest is his deep commitment to real people, vets, anyone who needs a little help. His hard-charging performances define country’s outlaw edge, what *Entertainment Weekly* hails for “his swaggering guitars, catchy hooks, and a DGAF attitude” and *American Songwriter* raves, “Gilbert never fails to deliver.”



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About Big Machine Label Group

Led by Founder, President and CEO Scott Borchetta, the Big Machine Label Group encompasses Big Machine Records, The Valory Music Co., BMLG Records, Big Machine/John Varvatos Records and publishing company Big Machine Music as well as its own digital radio station, Big Machine Radio. BMLG artists include superstars Florida Georgia Line, Thomas Rhett, Reba McEntire, Rascal Flatts, Brantley Gilbert, Lady Antebellum, Cheap Trick and Jennifer Nettles; chart-topping acts Justin Moore, Eli Young Band, Brett Young, Midland, Carly Pearce, Riley Green, Aaron Lewis, Badflower and "The Voice" winner Danielle Bradbery. BMLG artists have received multiple GRAMMY, CMA, ACM, AMA, CMT, Teen Choice, MTV, Billboard, People's Choice and Brit Awards. Big Machine is the first-ever American label to align with terrestrial radio for performance royalty rights for its artists and is an industry leader in fighting for artist, songwriter, publisher and record company rights. Big Machine Label Group created the Music Has Value Fund to provide assistance to nonprofit organizations that make music, aspire to make music, and access and appreciate music.

About the USO

The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation. At hundreds of locations worldwide, we are united in our commitment to connect our service members and their families through countless acts of caring, comfort and support. The USO is a private nonprofit organization, not a government agency. Our programs, services and entertainment tours are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff. To join us in this important mission, and to learn more about the USO, please visit USO.org or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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