

NEW IDENTITY FOR ROCKY SHOES & BOOTS

Seven months after acquiring EJ Footwear, Rocky Shoes & Boots announced that it has changed its corporate identity to Rocky Brands.

“Since adding EJ to our family, we have been working on a strategy to best present all of our brands to our employ-

ees, the retail community and consumers,” said Mike Brooks, chairman and CEO. “With the name Rocky Brands, we are able to maintain the significant equity we have in the Rocky name while also articulating that we now have a full complement of products and branded

lines as part of our offerings.”

The Rocky Brands portfolio now includes owned brands Rocky Outdoor Gear, Georgia Boot, Durango Boot, Le-High Safety Shoes, Remedy and Gates. Its licensed brands include Dickies and Barclay After Six.

PROMOTIONS

NATIONAL DAY OF THE COWBOY PROCLAIMED

President George Bush has issued an official statement supporting legislation designating July 23 as the National Day of the Cowboy. The resolution, which was approved by the Senate and then followed up with a letter from the President supporting the idea, was sponsored by Sen. Craig Thomas, (R-Wyo.).

In leading the charge to pass the legislation, Thomas said, “Our country looks to cowboys as role models because we admire their esteemed and enduring code of conduct. They have integrity and courage in the face of danger. Cowboys respect others, defend those who cannot defend themselves and hold their families dear. They are good stewards of the land and all its creatures, possess a strong work ethic and are loyal to their country. The cowboy lives his life in a way most cannot help but admire.”

Bill and Sandy Bales, publishers of *American Cowboy* magazine, conceived the resolution, drafted its text and pushed for its passage. “But the real credit goes to the more than 400,000-plus regular readers of *American Cowboy* and cowboy.com visitors, for it was their wishes that we were bringing to reality,” said Bill Bales.

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