



**Press Release:** For Immediate Release

### **Rocky Brands Announces Investment in Distribution Center in Logan, Ohio**

**Logan, Ohio: September 14, 2021** — Rocky Brands, Inc., in collaboration with JobsOhio, Ohio Southeast Economic Development (OhioSE), and the Hocking County Community Improvement Corporation today announced plans to invest over \$1,135,000 in distribution center machinery and equipment, creating 60 new jobs.

Founded in 1932, Rocky Brands, Inc. is a leading designer, manufacturer and marketer of premium quality footwear and apparel marketed under a portfolio of well recognized brand names. Headquartered in Nelsonville, the Rocky Brands family includes Rocky®, Georgia Boot®, Durango®, Lehigh®, The Original Muck Boot Company®, XTRATUF®, Servus®, NEOS® and Ranger®. Products from these brands are sold at over 10,000 retail locations in the U.S. and Canada and online through each brand's website.

"This investment in our distribution center will better equip Rocky Brands to meet increased consumer demand for our products and allow us to expand our workforce in Southeast Ohio," said Rocky Brands CEO Jason Brooks. "We appreciate the support of JobsOhio on this project. We are grateful for their investment in our growth and their commitment to business and community development in this region."

The company's investment will be assisted by a \$125,000 JobsOhio Workforce Grant. The JobsOhio Workforce Grant promotes economic development, business expansion, and job creation by providing funding to companies for employee development and training programs.

The JobsOhio Workforce Grant will be used to train new employees hired to meet the goals of the expanded operation.

"We are pleased to assist Rocky Brands as it continues a long history of investing in southeast Ohio," said Mike Jacoby, president of OhioSE. "Rocky is a premiere company in the region, and its continued success is a function of its quality employees."

Earlier this year, the company closed on the acquisition of the performance and lifestyle footwear business of Honeywell International, Inc.

"It is very exciting to see one of our legacy companies experiencing this kind of growth. Rocky Brands and the Brooks family have been staples in our community for many years. We truly appreciate their presence here and applaud their success!" added Joy Davis, Executive Director of the Hocking County CIC.

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**Ohio Southeast Economic Development (OhioSE)** is the JobsOhio Network Partner for southern, eastern, and southeastern Ohio, providing economic development work and resources in 25 rural counties; they are the newest and geographically the largest of the six regions across the state. OhioSE partners closely with regional development districts, local economic development offices, state agencies, and other entities to expand, retain, and attract businesses in the counties they serve. Learn more at [OhioSE.com](http://OhioSE.com).

**JobsOhio** is a private nonprofit economic development corporation designed to drive job creation and new capital investment in Ohio through business attraction, retention and expansion. The organization also works to seed talent production in its targeted industries and to attract talent to Ohio through [Find Your Ohio](#). JobsOhio works with six regional partners across Ohio: [Dayton Development Coalition](#), [Ohio Southeast Economic Development](#), [One Columbus](#), [REDI Cincinnati](#), [Regional Growth Partnership](#) and [Team NEO](#). Learn more at [www.jobsohio.com](http://www.jobsohio.com). Follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

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