

SOLEDIER SOCKS GIVES BACK TO MILITARY MEMBERS

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GREENSBORO, NC – Launched in November 2017, SOLEDIER SOCKS is on a mission to provide the U.S. Military with free, high quality, USA made socks. For every pair sold, a pair is given to an active duty Service Member.

The concept of SOLEDIER SOCKS began in 2010, when our founder's close friend was deployed to Afghanistan. Throughout his deployment she sent him care packages – and each one was stuffed with socks. Upon his safe return home, the socks were all he talked about; and a lightbulb went off! "It makes sense that socks are one of the most requested items in military care packages," said Elle Rueger, the founder of SOLEDIER SOCKS. "Without proper foot care, it's easier for one to develop blisters on their feet. When you're constantly on your feet carrying 50+ pounds of equipment, that can lead to further complications."

American manufacturing is a top priority for SOLEDIER SOCKS. With a combined 50+ years of hosiery experience, the team has developed the most comfortable socks, fit for any lifestyle, all designed and produced in the U.S.A. On January 22nd, they will be presenting at the SHOT Show Pop-Up Preview, in the Palazzo Ballroom – 5th Floor. Visit **Booth #61940** to learn more about wholesale opportunities and corporate gifting options.

SOLEDIER SOCKS is "more than just a sock company". While the mission does begin with socks, it goes much deeper than that. The heart and "sole" of SOLEDIER SOCKS is their support of the military community as a whole. During 2019, SOLEDIER SOCKS donated more than 7,500 pairs of socks and over \$5,000 to various non-profits that benefit Service Members and their families. To learn more about these efforts, please visit: www.solediersocks.com.



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