



## ORIGINAL FOOTWEAR DEBUTS CASUAL STYLE BASED ON POPULAR SPECIAL OPS

**LAS VEGAS, Nev., Jan. 21, 2020** – The [Original Footwear](#) Company (OFC) is marking its 20<sup>th</sup> anniversary as one of the military's and law enforcement's leading suppliers of rugged footwear by introducing a consumer version of its top-selling boot used by the elite U.S. Navy Seals.

Patterned after the company's authentic Maritime Assault line, the new *Urban Assault* is part of OFC's 2020 Altama Collection and will be on display Jan. 21-24 at the [Shot Show](#) in Las Vegas (Booth #20149). Geared for active use outside the confines of the military and law enforcement, the Urban Assault combines a lighter weight knit upper with sticky rubber outsole for added comfort and durability.

"We're excited to be expanding our offering with the launch of a casual product that our loyal customer base has been looking for," said Kevin Cole, CEO of Original Footwear. "The Urban Assault is built for the gym and training but is equally great for just running around town on your day off. It mirrors the look and feel of our core shoes, without the water resistant materials and drainage systems necessary for our brave men and women of the military."

To celebrate the launch of the new footwear, OFC is partnering with the Special Operations Warrior Foundation ([SOWF](#)) and has made a donation to the non-profit. SOWF is an American tax-exempt 501 nonprofit organization founded in 1980 to provide college scholarships and educational counseling to the surviving children of Special Ops personnel killed in the line of duty.

Towards that end, OFC will welcome SOWF President and CEO Major General [Clayton Hutmacher](#), and Special Agent [Thomas Quinn](#) to its SHOT Show booth Tues., Jan. 21, from 12:30-1:30 and 3:30-4:30 pm respectively. Since the inception of SOWF in 1980, over 1,100 special ops service members have lost their lives, leaving close to 900 children in need of financial assistance for their education. Since 2006, SOWF has also provided immediate financial assistance to special operations service members severely wounded.

OFC was recently acquired by [Brand Velocity Partners](#) (BVP), a private equity firm incorporating financial support with a branding and marketing accelerator. BVP offers low to mid-size companies the capital and marketing muscle needed to grow their brands.

“Over its long history, Original Footwear has become an integral part of Americana for many both in and out of the military and law enforcement,” said Cole. “We are thrilled that Original Footwear will now be leveraging BVP’s best-in-class marketing to expand our footprint in the years ahead.”

About the Original Footwear Co.: Headquartered in Morristown, Tenn., the Original Footwear Co. is parent company to Altama®, Original S.W.A.T.®, and Smith & Wesson® Footwear. To learn more, visit [www.originalfootwear.com](http://www.originalfootwear.com), or call us at 423.254.8022.

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