



Contact:

Jordan Gover
PR Account Manager (Chaco)
970.963.4873 ext 242
Jordan.gover@backbonemedia.net

Lizzie Strazza
PR Account Manager (New Belgium Brewing)
970.963.4873 ext 154
Lizzie.strazza@backbonemedia.net

Fat Tire Chillos Assets: <https://chaco.box.com/s/skmo0yj9cxtm4s5k8dl1b3905jfvde0a>

Chaco Footwear and New Belgium Brewing Launch Limited-Edition Fat Tire Chillos *The Must-Have Hike, Bike, Climb, #ThenBeer, Post Activity Sandal*

Rockford, Mich. (August 4, 2020) – This August, Chaco Footwear and New Belgium Brewing are celebrating summer camp outs, high country hikes, trail rides and the beer that comes after these efforts with a limited-edition recovery sandal, the Chillos Slide. The two Colorado-born companies teamed up to create Chillos Fat Tire – an exceedingly comfortable slide with Fat Tire’s branding and Chaco’s corrective footbed. Engineered with a contoured LUVSEAT™ arch-support for healthy alignment, the corrective footbeds help you recover quickly from workouts and exertion with a Fat Tire in hand.

“After we first introduced Chillos this year, we heard a wide range of wearers say that they’re the ideal sandal to slip on after strenuous runs, hikes, bike rides and climbs,” said Jamie Kirby, Chaco’s Senior Marketing Manager. “They’re our favorite shoes to put on after a big day and Fat Tire is our beer of choice to cap off our summer adventures.”

Chillos by Chaco are ultra-light sport slides that are the perfect slip-on sandal for all manners of relaxation. Engineered with Chaco’s contoured LUVSEAT™ arch-support for healthy alignment, the corrective footbeds promote quick recovery from workouts and exertion. Featuring Chaco’s iconic Z/Straps with a cinch buckle, the EVA construction means they are lightweight and marshmallow-soft underfoot.

Fat Tire Amber Ale was first introduced by New Belgium Brewing in 1991 as an award-winning Colorado homebrew named in honor of a bicycling trip through Belgium. The easy drinking ale is a favorite among skiers, climbers, cyclists and outdoor adventurers. The Fat Tire branding on the Chillos pays homage to New Belgium and Chacos’ mountain origins with a topographical map design.

“We’re really excited about how this partnership has evolved from cracking open a Fat Tire with Chaco at Outdoor Retailer to today.” said Leah Pilcer, New Belgium’s PR and Communications Director. “We know how satisfying it can be to kick your feet up and have a cold one after a long day of adventuring, making Chillos and Fat Tire a perfect match.”

The limited-edition Chillos Fat Tire will be available online at www.chacos.com and www.newbelgium.com starting August 4, 2020 for \$50.

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About Chaco: *Born on the river in 1989, Chaco builds premium footwear for the outdoor-minded. As a result of the brand’s proprietary LUVSEAT™ footbed, the American Podiatric Medical Association (APMA) has awarded the Seal of Acceptance to all Chaco footwear styles. The APMA Seal is intended to raise awareness by identifying products of exceptional quality that are manufactured with comfort, health, and safety in mind. Simply put, Chaco is fit for adventure. Please visit us at www.chacos.com, Facebook: Chacos, Instagram: ChacoFootwear, Twitter: Chacousa.*

About New Belgium Brewing: *New Belgium Brewing is recognized as a leader in sustainability and social responsibility. Founded in 1991 in Fort Collins, Colorado, the company expanded to Asheville, North Carolina in 2016 and Denver, Colorado in 2018 and is now the 4th largest craft brewery in the U.S. Dedicated to proving that business can be a force for good, New Belgium is a Certified B Corp and was the first brewery to join 1% for the Planet. The brewery has donated over \$26 million to charitable causes since 1991. New Belgium is famous for its flagship beer, Fat Tire Amber Ale, along with year-round favorites like Voodoo Ranger IPA, Mural Agua Fresca Cerveza, and La Folie Sour Brown Ale; as well as an award-winning wood-aged sour program and innovative limited release beers. To learn more about the full product lineup and New Belgium's Human Powered Business model, visit NewBelgium.com.*