



Zac Brown Band Laces Up Combat Boots and Makes The Push for Our Troops

Now released on BootCampaign.com is Zac Brown Band's official Boot Campaign photo, and the band's video to promote Pushups for Charity. What can you accomplish in 90 seconds? Get Fit. Have Fun. Make a Difference.

Austin, TX (May 12, 2014) – Three-time GRAMMY winners and multi-platinum artists Zac Brown Band traded their instruments for combat boots when they posed for the Boot Campaign's official photo campaign. Now featured on <http://BootCampaign.com>, Zac Brown Band's boot photo is turning heads and helping to further the Boot Campaign's platform of cultivating awareness, promoting patriotism, and providing assistance to military, past and present, and their families. The band did a lot more than "just" lace up the boots to show their support, the guys hit the floor for Pushups for Charity! Check out the Pushups for Charity promotional video featuring Zac Brown Band and Marcus Luttrell (U.S. Navy SEAL Ret.), author of the NY Times #1 Best-Seller *Lone Survivor*. Watch video here: <http://youtu.be/NoarjtVJtcE>

"The Boot Girls are incredibly appreciative of Zac Brown Band for joining the Boot Campaign to encourage Americans to express their patriotism and gratitude for our Armed Forces," said Sherri Reuland, Co-Founder of the Boot Campaign. "Zac Brown Band is going beyond the boots and making the push for Pushups for Charity—our annual event which aims to raise \$1 million to further our mission of cultivating awareness, promoting patriotism, and providing assistance to our military, past and present, and their families."

Through the 5th Annual Pushups for Charity, Americans throughout the country will show their support of the 1.4 million men and women who are currently serving by completing as many pushups as they can in 90 seconds. Pushups for Charity's goal is to have participants complete 1.4 million pushups and raise \$1 million to serve troops through the Boot Campaign, which helps veterans by providing jobs, housing, education, wellness, urgent assistance and family support. In past years, Pushups for Charity has raised more than \$600,000 for the Boot Campaign.

<http://PushupsforCharity.com>

Zac Brown Band joins more than 400 musicians, actors, professional athletes and other newsmakers who have traded their regular footwear for a pair of the Boot Campaign's signature "give back" combat boots. The Boot Campaign encourages Americans to lace up a pair of combat boots as a tangible display of gratitude for those who serve. The boots serve a dual purpose as one of the primary fundraising mechanisms for the Texas-based nonprofit.

(more)

Zac Brown Band is Zac Brown, Jimmy De Martini, John Driskell Hopkins, Coy Bowles, Chris Fryar, Clay Cook, Daniel de los Reyes, and Matt Mangano. Zac Brown Band's new album *The Grohl Session Vol. 1*, produced by Dave Grohl and released on Zac's own Southern Ground Artists label, is out now. *The Grohl Sessions Vol. 1* makes the first Zac Brown Band recordings from the Southern Ground Nashville studio, the band's first project released on Southern Ground Artists and their first time working with Dave Grohl as a producer.

The band's three platinum-selling albums "Uncaged" (Atlantic/ Southern Ground), "You Get What You Give" (Atlantic/ Southern Ground) and "The Foundation" (Atlantic Records/ Home Grown/ Big Picture) have together sold over six million copies and produced a historic series of eleven #1 hit singles. On the road, the group performed for over 1.3 million fans in 2013 with 70+ headline dates and more than a dozen major festival appearances.

The Boot Campaign is a national 501c3 nonprofit that is dedicated to showing tangible appreciation of our active military, raising awareness of the challenges they face upon return and supporting their transition home. The Boot Campaign cultivates awareness, promotes patriotism, and provides assistance to military, past and present, and their families. Through the sale of its signature military combat boots, general public donations, and corporate sponsorship, the Boot Campaign operates six distinct initiatives—Jobs, Housing, Wellness, Education, Urgent Assistance and Family Support—that are caring for our military personnel, past and present, healing from a variety of physical and emotional combat wounds, embodying the campaign motto that, "When They Come Back, We Give Back".

<http://BootCampaign.com>

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(Zac Brown Band Image Below)



when they come back...
WE GIVE BACK
ZAC BROWN BAND

THE BOOT CAMPAIGN
www.bootcampaign.com