



FOR IMMEDIATE RELEASE

Drew Brees Proclaimed Mayor of Texas Town Renamed in Honor of Wrangler® Jeans

(GREENSBORO, NC) — *Wrangler®* is taking commitment to comfort to a new level with the iconic brand's newest, most innovative jeans yet: Wrangler Advanced Comfort™. In celebration of the launch, Wrangler will kick off a community-based initiative striving to improve towns across America. It all begins Wednesday, July 23, when the previously named town, *Comfort* will be proclaimed as *Advanced Comfort*, Texas. Wrangler has enlisted the help of Texas native and NFL star quarterback Drew Brees, who will be named mayor for the day and play a major role in the multifaceted campaign aimed at helping men #GetMoreComfortable.

"We selected the town of Comfort, Texas, not only because of its name association, but because the town and people represent everything Wrangler stands for – hard work, integrity and the ability to enjoy the small comforts of life," said Craig Errington, vice president, Wrangler marketing. "Backed by Mayor Brees, we're excited to help local residents #GetMoreComfortable in both their jeans and in their beloved town."

Under his new executive title, Brees will publicly announce the town's name change at the July 23 celebration which will include entertainment and activities for all ages. Wrangler will arrive in the Texas town bearing gifts aiming to advance the community's level of comfort and its resident's daily lives. On the list are more than 3,000 pairs of jeans to outfit the men in attendance, a Wrangler Comfort Zone complete with seat upgrades at the local high school football stadium, and a community donation. Men will be invited to take the "Wrangler Comfort Challenge," led by Brees, made up of a series of football drills that demonstrate the jeans' four-way flex technology.

"I'm proud to be a Wrangler guy particularly for this Advanced Comfort campaign. To have the honor of being mayor, on a day focused on giving back to a deserving community, makes my role that much more rewarding," said Drew Brees. "I'm looking forward to spending the day with wonderful people not far from where I grew up in Texas. We'll take the guys through some drills in their new jeans, and help Wrangler make Advanced Comfort, Texas, the most comfortable town in America."

Leading up to the event, Wrangler will release a video series on its [YouTube channel](#) to showcase the people and places of Comfort, a close-knit community of 2,300 people. Through the series, viewers will learn how they can nominate their town to be the next to #GetMoreComfortable with Wrangler. Wrangler Advanced Comfort™ jeans are available nationwide and on [Wrangler.com](#). For more information, please visit [Wrangler.com](#), the brand's Facebook page at [facebook.com/WranglerJeans](#) or on Twitter at [twitter.com/WranglerJeans](#).

MEDIA ALERT: For media interested in attending the event, or interviewing Wrangler executives or Drew Brees via a live satellite feed Wednesday, July 23, please contact Julie Langford at jclangford@gmail.com or call 512-529-1572.

About Wrangler

Based on more than 60 years of heritage in making authentic denim jeans, the iconic *Wrangler*® brand is long respected for comfortable, durable and affordable jeans, pants, shorts and shirts. Wrangler Jeans Co.® and *Wrangler*® Five Star Premium Denim lines are available at value-minded retailers nationwide. For more information regarding the *Wrangler*® family of authentic clothing or to locate a retailer, visit Wrangler.com, facebook.com/WranglerJeans, twitter.com/WranglerJeans, or call 1-888-784-8571.