

Shop To Support US Veterans

Twisted X Brands Kicks Off Summer Fundraising Program

May 23, 2016

DECATUR, TX – Twisted X Boots retail locations throughout the United States will be raising money in support of the Veterans of Foreign Wars of the United States from Memorial Day through Independence Day.

Twisted X will donate \$1 per pair of shoes and \$2 per pair of boots bought from its VFW Patriotic Collection back to the VFW. In addition, the company will also promote the VFW “Buddy Poppy” program at participating western retailers during the campaign. All donations will be used by the VFW to extend its vital support and assistance programs to more veterans, service members and their families.

“We are happy to donate to the VFW on our own, because it is a very dear cause to me,” said Prasad Reddy, President and CEO of Twisted X, “but we wanted the stores to also be able to participate in the Buddy Poppy program, because it will give them local engagement within their communities.”

In addition, retailers will have the option of selling the VFW’s “The U.S. Constitution and Fascinating Facts About It” booklets in their locations (\$3.95 value).

To date, Twisted X has raised more than \$50,000 for the VFW. Reddy presented the first check during the 116th VFW National Convention in 2015. The reason for Reddy’s reverence for the VFW “When I became a citizen in 1980,” says Reddy, “after I took the oath as a citizen with the judge, I stepped out of the court hall and was greeted by VFW members who welcomed me to America as a citizen and gave me an American Flag and the Constitution booklet.”

For more information or images for the retail program, footwear or any of the participating organizations, please visit the Twisted X Facebook page or contact Amber Vanwy.

About Twisted X

Founded in 2005, Twisted X Brands proudly celebrates more than ten years of delivering

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handcrafted, design-patented comfortable footwear to its growing customer base of men, women and children. Primarily focused on core western boot styles, the company recently has added an extensive line of comfort casual footwear and licensed accessories to its portfolio. Find out more at www.twistedxboots.com.

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