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Wrangler® Celebrates Its Deep Roots in Country Music With Major Festival Activations Across the U.S. This Summer

The iconic denim brand announces sponsorships and immersive fan experiences at CMA Fest, Braves Country Fest, Under The Big Sky, and the Bulls, Bands, and Barrels tour.

GREENSBORO, N.C.--(BUSINESS WIRE)--*Wrangler*®, the iconic global denim brand, is hitting the road this summer to celebrate its enduring legacy and undeniable influence in country music. With a robust, nationwide lineup of music festival sponsorships and immersive consumer activations, *Wrangler* is bringing its authentic Western heritage directly to the fans who connect with the spirit of the country lifestyle through music.

For over 75 years, *Wrangler* has been the uniform of choice for cowboys, and country music legends. This summer, the brand is cementing its status as the definition of country music style by showing up at some of the genre's most highly anticipated events.

"Country music and Wrangler have been seamlessly intertwined for decades; it's a fundamental part of our DNA," said Holly Wheeler, Vice President of Global Marketing at Kontoor Brands. "This summer, we are thrilled to show up for the fans in a big, meaningful way. From the bustling streets of Nashville to the sweeping landscapes of Montana, we're showcasing the Wrangler lifestyle, honoring our heritage, and celebrating the music that soundtracks our brand."

The brand's country music celebration officially kicked off this past April in the California desert. Embracing the region's massive spring music culture, *Wrangler* made its mark with dedicated off-site consumer events and brand experiences in and around Palm Springs and Indio, setting a high-energy tone for a denim-clad summer.

Building on that momentum, *Wrangler's* festival tour continued with a massive presence at **CMA Fest** in Nashville, Tennessee, where the brand made its highly anticipated return as an official festival sponsor. *Wrangler* proudly sponsored the **Remix Stage**, bringing a high-energy lineup and an unforgettable musical experience to festival-goers. Additionally, *Wrangler* continued its long-standing relationship with downtown Nashville staple **Acme Feed & Seed** on Lower Broadway with a large-scale consumer activation, the Wrangler Ranch. Fans visiting the Wrangler Ranch experienced the spirit of Music City through exclusive artist meet & greets, immersive photo opportunities and games & giveaways.

Beyond Nashville, *Wrangler's* festival footprint will span the country with key activations at:

- **Braves Country Fest (Atlanta, GA):** Merging the love of baseball and country music,

Wrangler was on-site on June 13th to connect with fans in the heart of the South as their brand endorsee Cody Johnson headlined the Fest.

- **Bulls, Bands, and Barrels (7-Stop Tour):** *Wrangler* will hit the road for all seven stops of this high-energy tour, perfectly blending the adrenaline of Western sports and rodeo with premier country music performances.
- **Under The Big Sky (Whitefish, MT):** Set against the breathtaking backdrop of Big Sky Country, *Wrangler* will bring its famed *Wrangler* Ranch to a festival that celebrates Americana, outlaw country, and roots music.

At each stop, *Wrangler* will provide fans with unique opportunities to engage with the brand, celebrate their favorite artists, and experience the timeless durability and style of *Wrangler* denim.

For more information about *Wrangler's* summer festival schedule, exclusive merchandise, and ongoing country music sponsorships, visit wrangler.com or follow @Wrangler on Instagram.

About Wrangler®

Wrangler®, of Kontoor Brands (NYSE: KTB), has been an icon in authentic American style for 75 years. With a rich legacy rooted in the Western lifestyle, *Wrangler* is committed to offering superior quality and timeless design. Its collections for men, women, and children look and feel great, inspiring all those who wear them to be strong and ready for everyday life. *Wrangler* is available in retail stores worldwide, including flagship stores in Fort Worth and Greensboro, department stores, mass-market retailers, specialty shops, top western outfitters, and online. For more information, visit *Wrangler.com*.

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