



NEWS RELEASE

The Outrage Founder, Rebecca Lee Funk, Announces VOTE Collaboration with Naturalizer

8/13/2020

The Activist Joins Forces with the Leading Global Footwear Brand to Empower Women to Use their Voices at the Polls in November

ST. LOUIS--(BUSINESS WIRE)-- In anticipation of the November 2020 elections, Rebecca Lee Funk, founder of popular activist network **The Outrage**, announces the release of a limited-edition boot with **Naturalizer** meant to empower women everywhere to speak up and demand change.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200813005172/en/>

Naturalizer Callie VOTE boot (Photo: Business Wire)

Available this August, the limited-edition boots spell out “VOTE” in capital letters along the top of the toes with an exclusive, hand-painted design by artist **Kiersten Essenpreis. She Should Run**, a nonpartisan, nonprofit organization, that works to increase the number of women considering a run for public office, is a beneficiary of the initiative.

“These boots represent all the ways we’re marching in the footsteps of the women before us, with the women beside us, and for the future rights of all women,” says The Outrage founder and CEO, Rebecca Lee Funk. “Now more than ever, our voices matter and need to be heard. Our marching orders are simple — vote.”

Partnering with Naturalizer is an organic extension of Funk’s role on the brand’s “Today We Will” platform last year. Funk was initially tapped for the campaign because her passion and work aligned perfectly with the brand’s mission to encourage women to declare their intentions for how they will make a difference. The VOTE boots are in step with “Today We Will” and the community-minded, issue-driven, fashion pieces synonymous with The Outrage,

launching alongside Funk's existing cult-fave merch featuring sayings like "Resist," "Year of the Woman" and "I Believe in Science."

"This collaboration is significant to both brands' core values of female empowerment and equality: From The Outrage's platform demanding industries move to resist oppression, to Naturalizer's development of the first shoe formed specifically to a woman's foot," says Angelique Joseph, vice president of global design at Naturalizer. "We hope the VOTE boots will inspire action and a step toward change, literally and figuratively."

To celebrate the launch on August 13, Naturalizer is hosting a live virtual discussion led by Cece Olisa, a member of their N Voices community, on the importance of building a healthy and inclusive democracy, and empowering all women to use their voices at the polls this November. Panelists include Angelique Joseph, VP of Design, **Naturalizer**, Erin Loos Cutraro, Founder & CEO, **She Should Run**, Rebecca Lee Funk, Founder, **The Outrage** and Mo Ivory, Attorney & Co-Chair, **Fair Fight Action Creative Council**.

The VOTE boots will retail for \$150 and will be available online at **Naturalizer.com** and **TheOutrage.com** starting August 13, 2020. For more information, please visit **www.Naturalizer.com**.

About Naturalizer:

Our passion is our purpose. To bring women a better shoe. In fact, Naturalizer is the first to construct shoes to withstand the test of time. Our legendary emphasis on fit and elegant simplicity launched a brand that became known as "the shoe with the beautiful fit." Since 1927, we've crafted beautiful and modern styles that look and feel exceptional, inside and out. **www.naturalizer.com**

About The Outrage:

The Outrage is a nation-wide hub for activism, with flagship headquarters based in DC. Our mission is simple — to leverage the power of community and fashion to mobilize the next generation of activists. In our community and retail spaces, The Outrage has registered thousands to vote, helped thousands more to contact their representatives, fundraised for progressive organizations and put on hundreds of community events featuring presidential candidates, representatives, activists and celebrities. We've been an official partner of every major movement since the 2016 election — think Women's March, March for Our Lives, Families Belong Together, etc. Now, The Outrage is heading where it matters most in 2020 — the battleground states. **http://www.the-outrage.com/**

About She Should Run:

Founded in 2011, She Should Run is a non-partisan 501(c)3 that provides an approachable starting place and network for women leaders considering a future run for office and for those who support them. Their mission is to expand the talent pool of women running for office in the United States by providing community, resources, and growth opportunities for aspiring political leaders. They believe that women of all political leanings, ethnicities, and backgrounds should have an equal opportunity to lead in elected office and that our democracy will benefit from the varied perspectives and experiences that women bring to leadership. <https://www.sheshouldrun.org/>

View source version on [businesswire.com](https://www.businesswire.com/news/home/20200813005172/en/): <https://www.businesswire.com/news/home/20200813005172/en/>

Holly Campbell
hcampbell@caleres.com

Source: Caleres