



Musician Josie Dunne Collaborates with Zappos and Sperry to Combat the Ocean Plastics Epidemic

Sperry, the iconic footwear brand with a heritage of innovation and love for the sea, and Atlantic recording artist Josie Dunne, known for her personal passion for ocean sustainability, have teamed up with Zappos.com to launch a limited-edition shoe made with BIONIC[®] yarn, spun from plastic recovered from marine and coastal environments.

Supported by Zappos For Good, the customer service company's charitable arm, the exclusive footwear brings awareness to Waterkeeper Alliance, a nonprofit organization which focuses citizen action on issues that affect our waterways.

The custom artwork for the limited-edition Sperry BIONIC[®] shoes for men and women was designed by artist Eddie B in collaboration with Josie Dunne. Sperry's classic CVO style gets a modern update, with a bold stripe design and a nautical navy blue, red and white palette. The shoes will launch on Earth Day, April 22, on Zappos.com, and will retail for \$69.95.

"At Zappos, we believe you should be the kindness you want to live in—and that belief extends to our relationship with the amazing planet we're humbled to call home," said Steven Bautista, Head of Charitable Giving at Zappos. "We value our teamwork with Sperry to help promote a kinder shoe that can help keep our oceans cleaner and happier."

"Waterkeeper Alliance is dedicated to keeping our waterways clean, and, as a brand born on the sea, it's a cause that's very important to Sperry. Working with Zappos for Good and Josie Dunne on this exciting, limited edition footwear will benefit this amazing organization and help raise awareness about the issue of ocean pollution," says Kate Minner, CMO, Sperry.

"Waterkeeper Alliance is incredibly proud to work alongside Josie Dunne, Sperry, and Zappos in our fight for clean water," says Waterkeeper Alliance Executive Director Marc Yaggi. "Thanks to strong partnerships like this, we're one step closer to drinkable, fishable, swimmable water worldwide."

"I've always loved the sea. It's the ultimate dream come true to work with Sperry and Zappos for Good to help make the world a better place by designing a shoe made from recycled ocean plastic. I feel super lucky to have the opportunity to share my music and my passion with this collaboration," says Dunne.

ABOUT SPERRY

Sperry was founded in 1935 by avid sailor, inventor and intrepid explorer Paul Sperry. From the invention of the world's first boat shoe, the iconic Authentic Original, Sperry continues its eight-decade tradition of offering innovative, fashion-forward styles that are perfect at sea or on the street. The company Paul Sperry founded in his own name is now fully rooted in the history of American style. Sperry is distributed in department stores and independent retailers in North America, Asia, Europe and Latin America, as well as Sperry specialty retail stores and www.Sperry.com. Sperry is a division of Wolverine World Wide, Inc. one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel.

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ABOUT ZAPPOS FOR GOOD

[Zappos for Good](#) is a long standing Zappos.com department dedicated to fostering Zappos' community and charitable efforts. Having supported a variety of causes over the years, Zappos for Good's primary mission is to spread happiness and celebrate the good in everyone while encouraging employees to be the good they want to see in the world. This bold mission is supported by a series of programs and initiatives including GIVE by Zappos for Good, Pawlidayz, Friends On Us Fridays and many more.

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ABOUT JOSIE DUNNE

Josie Dunne is a Nashville based recording artist who released her first EP, "To Be The Little Fish," with Atlantic Records. For the release of her debut EP, Josie had a few specific goals. She wanted to capture the Motown-era music of her childhood, proving that soul music could feel cool again. The songs should feel modern but embrace those older influences, especially the use of horns. Josie worked with several collaborators, including **Nathan Chapman** (Taylor Swift, The Band Perry) and **Amy Wadge** (Ed Sheeran, Camila Cabello). Josie is now spending much of this year on the road, including festival appearances and support runs alongside **Ben Rector** and **Julia Michaels**. She will also be releasing her sophomore EP later this year that will feature the newly released singles, [MUTE](#) and SAME.

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ABOUT WATERKEEPER ALLIANCE®

Waterkeeper Alliance is a global movement uniting more than 300 Waterkeeper Organizations and Affiliates around the world, focusing citizen action on issues that affect our waterways, from pollution to climate change. Waterkeeper movement patrols and protects over 2.5 million square miles of rivers, lakes, and coastlines in the Americas, Europe, Australia, Asia, and Africa. For more information please visit waterkeeper.org.

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