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**FOR IMMEDIATE RELEASE**

**CAT FOOTWEAR EMBRACES TODAY'S MODERN WORKER WITH LAUNCH OF NEW, STREET-INSPIRED LINE: CODE COLLECTION**

*Created for the self-starter in an evolving work environment, the CODE Collection is now available in a variety of styles and colors exclusively on Cat Footwear's website*



**ROCKFORD, Mich.** (July 30, 2019) - [Cat Footwear](http://Cat Footwear), makers of modern, stylish boots and shoes, is paving the path of progress with their new global launch of their largest ever line of minimalist, athletic-casual shoes with the Cat Footwear CODE Collection. Inspired by the streets built with iconic Caterpillar equipment, the CODE Collection is now available to order at [catfootwear.com/code](http://catfootwear.com/code).

"After researching and speaking with consumers around the world, we realized there was an opportunity to design a progressive shoe for people who blur the lines between work and play," said Cat Footwear Lifestyle Senior Brand Marketing Manager Lindsey Lindemulder. "We are here to champion the progress of our multitasking go-getters while providing them with a shoe that's styled to adapt to their pace of life and allow them to be taken seriously as they build their future."

The Cat Footwear CODE Collection is purposefully designed to be versatile, comfortable, and durable with every step to keep this generation of future leaders going strong throughout their day. The work environment of 2019 has transitioned from a nine-to-five model to one fueled by the gig economy and flexible work-life balance. Merging the casual feel of a weekend sneaker with a smart, grown-up look, the CODE Collection fuels our go-getters' style while running from their office meeting their friends after work, to their coworking space and to the next networking event.



To support the global launch, the brand will be kicking off its biggest marketing activation in over ten years with the **Keep Going** campaign, that will encourage consumers to keep pursuing their dreams. The campaign will be an integrated program across digital, social, retail and will launch first in the US this month and expand globally the around the world.

With the launch of the CODE Collection, Cat Footwear is also helping its most ambitious consumers to KEEP GOING through a reoccurring social media venture capital competition, in which Cat Footwear will partner with influencers to give away \$5,000 to ambitious entrepreneurs to help kickstart their side projects into their new career path.

The Cat Footwear CODE Collection is currently available online and with select retailers in the Hex style in white, gray, black and yellow for \$60 and in a hi-top style in black, yellow and white for \$65. With a cushioned footbed for comfort and a hexagon outsole pattern for a strong grip, the CODE Collection's Hex style unlocks confidence and ignites passion, curiosity, hustle and action. More colors of Hex and additional styles and silhouettes of the Cat Footwear CODE Collection will be released in 2019 and beyond at [catfootwear.com/code](http://catfootwear.com/code).

To learn more about Cat Footwear and the CODE Collection, visit their [website](http://website), or follow the brand on [Facebook](https://www.facebook.com/catfootwear), [Twitter](https://twitter.com/catfootwear) and [Instagram](https://www.instagram.com/catfootwear).

**About Cat Footwear**

Cat Footwear produces shoes and boots that represent the long-standing values of the Cat® and Caterpillar® brands. Known globally for manufacturing high quality work and rugged casual footwear, the company is committed to developing innovative comfort, durability and technology features and championing progress for a better future. Cat Footwear is a division of Wolverine Worldwide, a global licensee of Caterpillar Inc. Brand and product information is available online at [www.catfootwear.com](http://www.catfootwear.com).

**About Wolverine Worldwide**

With a commitment to service and product excellence, Wolverine Worldwide is one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport and uniform footwear and apparel. The Company's portfolio of highly recognized brands includes: Bates®, Chaco®, Hush Puppies®, HYTEST®, Keds®, Merrell®, Saucony®, Soft Style®, Sperry Top-Sider®, Stride Rite® and Wolverine®. The Company also is the exclusive footwear licensee of the well-known brands Cat®, and Harley-Davidson®. The Company's products are carried by leading retailers in the U.S. and globally in 190 countries and territories. For additional information, please visit our website, [www.wolverineworldwide.com](http://www.wolverineworldwide.com).