



Press Contact:
Christie Nye
503/806-3029
pr@christienye.com

FOR IMMEDIATE RELEASE

**CUSTOM BOOTMAKER DETAILS NEARLY A CENTURY OF
CRAFTSMANSHIP IN ITS RELEASE OF “THE WESCO STORY” DVD**

*DVD includes instructional guide to custom fitting and chapter dedicated to
Wesco’s unique boot rebuilding process*

Scappoose, Ore. – January 21, 2010 – Founded in 1918 by John Henry Shoemaker, West Coast Shoe Company (Wesco®) is still going strong 92 years later, building handcrafted boots in its Scappoose, Oregon, factory for customers all over the world. Wesco boasts a full line of stock and custom boots including: Boss and Harness motorcycle boots, Motorcycle Patrol boots, Jobmaster work boots, Highliner boots for linemen and arborists, electrical hazard boots for power linemen and utility workers, and high quality boots for everyday wear.

“Wesco is truly the last of its kind. Our DVD tells the story of one of the only remaining bootmakers in the U.S. that’s still building a made-to-order, custom product,” said Wesco President Roberta Shoemaker, granddaughter of the founder.

“We receive online orders from all over the world,” Shoemaker continued. “This DVD will give our customers a virtual tour of our Oregon factory and the opportunity to see the level of detail that goes into making each and every pair of Wesco boots. The custom fitting chapter’s step-by-step guidance will help customers take accurate measurements.”

“The Wesco Story” can be viewed online at www.wescoboots.com/dvd. Interested parties can also register online for a free copy or email a request to dvd@westcoastshoe.com along with their name and address.

As Wesco confidently moves toward a century of outstanding craftsmanship, they’ve seen their boots withstand the conditions of Oregon’s timber camps, ride down the mean streets of Sturgis,

walk the high fashion runways of New York and Paris and light up the big screen in blockbuster films such as Ghost Rider, Terminator and The Aviator. Ninety-two years later, Wesco's reputation for quality is known from Scappoose to Japan and most places in between.

About Wesco:

West Coast Shoe Company makes stock and custom-fitted boots for a wide range of occupational and recreational uses. All Wesco boots are manufactured using a meticulous 155-step process and American-made raw materials from the company's single location in Scappoose, Ore., guaranteeing consistent quality and workmanship. Standard features on all Wesco boots include full-grain leather, double vamps, leather insoles and midsoles, and slip-in inserts. Special features are also available to customize boots. Depending on the boot style, customers may choose from a variety of boot heights, lacing patterns, heel and sole styles, and leathers. Additional options include a variety of linings, colored thread, brass, nickel or black hooks and eyelets, knife pocket and credit card pocket, steel toes and toe caps. Wesco boots and accessories are available through dealers across the U.S., factory-direct where dealers are not available; or through the company's secure web site.

For more information, please visit www.wescoboos.com or call toll free (800) 326-2711 (U.S. and Canada only). All other callers can reach Wesco at (503) 543-7114.

#####