

FOR IMMEDIATE RELEASE
June 22, 2023.

Red Wing Shoes of Sheboygan
RWSS486@redwingshoes.com
(920) 453 0411

Red Wing Shoes of Sheboygan - Strives to be an Outstanding Company That Positively Impacts People's Lives.

SHEBOYGAN, WI — The Sheboygan County Economic Development Corporation (SCEDC) and Small Business Development Center (SBDC) at UW-Green Bay aim to provide a wide variety of services, resources, and expertise to help encourage entrepreneurial opportunities in Sheboygan County, including new and existing businesses that offer unique services and experiences to the community like Red Wing Shoes of Sheboygan.

Red Wing, Shoes of Sheboygan, located in Sheboygan County, is committed to expanding its presence by providing customers with comfortable footwear that enhances their daily lives. They seek to educate guests on the importance of appropriate footwear and its impact on their day-to-day activities. John and Kelly Church, small business owners of Red Wing Shoes of Sheboygan, sell their products by practicing the Ultimate-Fit Experience. The three-step process involves consulting the customer, 3D scanning their feet for measurements, and fitting the footwear with insoles and socks to the customer's feet for the perfect shoe and Orthotics to fit your needs.

"We have a passion to see people's lives change. One thing we like to tell our guests is that work is hard enough the way it is, you shouldn't have to go through life with sore, aching feet," said Tanner Brusse, store manager. "I believe that our passion comes from the fact that we know we do it best, and we want everyone to have the opportunity to experience it."

Red Wing Shoes in Sheboygan has been thriving for six years, thanks to the local manufacturers and customers' unwavering support. Tanner Brusse is dedicated to creating excitement around Red Wing by delivering exceptional customer service and ensuring customer satisfaction with their products.

The SCEDC has been working with John since 2016 when he opened Red Wing Shoes in Sheboygan. Ray York, Business Counselor for the Small Business Development Center at UW Green Bay, has been helping John and Red Wing grow their footprint in Sheboygan County. "John and Red Wing Shoes have been great to assist." Stated Ray York. "They have a clear passion for what they do, and it has been great to see how much value they drive for our local manufacturers while also giving back to the community!"

Red Wing takes pride in their strong values and commitment to craftsmanship. They believe their shoes offer customers the "Best bang for their dollar in the whole industry," said John. This company stands out in the footwear industry and is ready to take on any competing brand. "I want to see Red Wing footwear on every foot in this community. I don't care if it's walking the dog or going to set beams of iron, we have your footwear."

John is optimistic about the future of their business. He believes that providing well-fitting and comfortable footwear will always be required, and they want to make it accessible to everyone. Red Wing Shoes of Sheboygan stocks more American-made work boots than any other Red Wing Shoe provider in Wisconsin. John and the staff are proud of that and believe American-made is the future.



508 New York Ave., Room 209
Sheboygan, WI 53081
920.452.2479
SheboyganCountyEDC.com

For more information about Red Wing Shoes of Sheboygan, visit redwingshoes.com, head to their Sheboygan location at 2936 S Business Dr, Sheboygan, WI 53081, or contact John Church, the owner at RWSS486@redwingshoes.com. To learn more about the SCEDC's services, call (920) 452-2479 or email Ray York at York@sheboygancountyedc.com

The Sheboygan County Economic Development Corporation (SCEDC) is a public-private partnership leading economic, community, and workforce development efforts in Sheboygan County to improve the well-being and long-term prosperity of businesses, residents, and communities. Through technical assistance, the SCEDC leverages a variety of tools to encourage business growth, startups, investment, skill development, and talent attraction. By applying the appropriate resources, the SCEDC helps fulfill Sheboygan County's growing economic and business needs.