

FOR IMMEDIATE RELEASE

Colorado Co-op Lineman Featured in National Boot Barn Advertising

GRAND JUNCTION, COLO. - (March 12, 2018) – Two Grand Valley Power linemen were recently appointed the opportunity to be featured in a national Boot Barn[®] ad campaign.

Boot Barn[®], one of the largest western wear retailers in the nation, approached Tyler Stableford, an award-winning photographer, for a project focusing on their fire-resistant workwear. Grand Valley Power, an electric cooperative located in Grand Junction, Colorado was contacted by Stableford's team about the opportunity and focus of the shoot. Shortly thereafter, GVP met with Stableford's team to scout locations in the Grand Valley.

"The incredible opportunity to work with Boot Barn and Tyler's team was unique for our cooperative, and we appreciated that Boot Barn featured our lineman, and of course, the fire-resistant clothing which is used every day in the field. Our guys really enjoyed showing some of the work they do day in and day out," said Christmas Wharton, Communications Specialist of Grand Valley Power.

Grand Valley Power's lineman, Clint Blaylock and Kit Mabley, will be featured in mailers, and possibly online or through social media as well in the coming months. For the most recent publication visit the catalog here <http://www.bootbarn.com/spring-work.html>.

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About Grand Valley Power

Organized in 1936, Grand Valley Power is the first rural electric cooperative in Colorado. Serving over 17,000 customers within the Mesa County area, Grand Valley Power is dedicated to empowering lives with hometown service with safe, affordable, reliable electricity. For more information, visit gvp.org.

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