

February 1, 2023



INSPIRING CONFIDENCE,
EVERY DAY

Wrangler® Shines A Spotlight on Black Opry

In 2023, the denim icon will sponsor the Black Opry's mission of raising awareness for Black artists in the country music community.

February 1, 2023 — GREENSBORO, N.C. — Worldwide denim brand [Wrangler®](#) has announced its year-long sponsorship of [Black Opry](#), a global platform for Black artists, fans and industry professionals with a focus on country, americana, blues and folk genres. Paying tribute to the brand's music and western roots, *Wrangler* will serve as the exclusive sponsor of three Black Opry concerts and will feature the unique stories of numerous performers in Black History Month and throughout 2023.

"We are honored to have the opportunity to collaborate with a community that is committed to amplifying the incredible and too often overlooked work of Black country artists," said John Meagher, Senior Director of Marketing — *Wrangler* NAM. "Working alongside Black Opry has helped us strengthen our connection to music and provides an opportunity to use the platform of our brand to share meaningful stories of underrepresented communities in the country music space."

Supporting Black Opry's mission of creating an inclusive space for music lovers nationwide, *Wrangler* will be highlighting a selection of Black Opry's performers across [Wrangler.com](#) and the brand's social channels. Participating Black Opry musicians include [The Kentucky Gentlemen](#), [Aaron Vance](#) and [Crys Matthews](#) whose stories were captured by esteemed western photographer [Ivan McClellan](#).

"Since its founding in 2021, Black Opry has devoted itself to advocating for Black entertainers and helping these marginalized groups to reclaim their place in the American musical cannon," said Holly G, founder of Black Opry. "We're honored to work with a brand that has been ingrained in the American music culture for decades to help reinforce the Black community's contributions to the industry."

Follow [@wrangler](#) and [@black.opry](#) on social media to learn more about how *Wrangler* is shining a light on Black Opry and the organization's artists.

About *Wrangler*®:

Wrangler®, of Kontoor Brands (NYSE: KTB), has been an icon in authentic American style for 75 years. With a rich legacy rooted in the Western lifestyle, *Wrangler* is committed to offering superior quality and timeless design. Its collections for men, women, and children look and feel great, inspiring all those who wear them to be strong and ready for everyday life. *Wrangler* is available in retail stores worldwide, including flagship stores in Fort Worth

and Greensboro, department stores, mass-market retailers, specialty shops, top western outfitters, and online. For more information, visit Wrangler.com.

About Black Opry

Black Opry is home for Black artists, fans and industry professionals working in country, Americana, blues, and folk music. Country and roots music have been made and loved by Black people since their conception. For just as long, we have been overlooked and disregarded in the genre. Black Opry is changing that.

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