



Stars of FX's *Sons of Anarchy* Featured in PSA Supporting Military Personnel  
*Boot Campaign PSA with Kim Coates, Theo Rossi and Dayton Callie now airing on FX  
and FOX Networks.*

December 2, 2014 (Austin, TX) – Stars of the FX #1 Hit Show *Sons of Anarchy* are featured in a new PSA commercial airing on FX and FOX. Kim Coates (“Tig”), Theo Rossi (“Juice”) and Dayton Callie (“Unser”) appear in the PSA in full *Sons of Anarchy* character costume. The PSA shines a spotlight on the unique patriotic efforts of the Boot Campaign—encouraging Americans to lace up a pair of its signature military combat boots as a sign of support for all who serve in the U.S. Armed Forces. See the full-length PSA here <http://youtu.be/AlsdxTOBWdA>

The Boot Campaign is a national nonprofit dedicated to cultivating awareness, promoting patriotism, and providing assistance to military, past and present, and their families. The 60 second and 30 second PSA's were filmed in Los Angeles and produced in partnership with writer/ director Michael Goode and Mechaniks.

The cast of *Sons of Anarchy* was among the first celebrity supporters to join the Boot Campaign in 2010. Since 2011 the cast has hosted the annual Boot Ride and Rally—attracting thousands of motorcyclists and live music lovers to Los Angeles, CA and San Antonio, TX. The SOA cast has visited the Veterans First Veteran's Homeless Shelter in Southern California on behalf of the Boot Campaign, hosted a private BBQ for more than 100 military personnel and their families stationed at Camp Pendleton, and served as year-round spokespersons for the charity.

### **About Boot Campaign**

The Boot Campaign is a national 501c3 nonprofit dedicated to showing tangible appreciation of our active military, raising awareness of the challenges they face upon return and supporting their transition home. The Boot Campaign cultivates awareness, promotes patriotism and provides assistance to military, past and present, and their families. Retail sales of combat boots, apparel and mission-focused merchandise, general public donations and corporate sponsorships allow the Boot Campaign to operate six initiatives including career transition, housing, education, wellness, urgent assistance and family support. These programs support military personnel, past and present, healing from a variety of physical and emotional combat wounds, embodying the campaign motto that, “When They Come Back, We Give Back”. [www.BootCampaign.com](http://www.BootCampaign.com)

####

Media Contact: Meghan McDermott [Meghan@BootCampaign.com](mailto:Meghan@BootCampaign.com)