



COPE CLOTHING FOUNDER DAN ROSEBLADE JOINS EXTRA MILE MERCH

Roseblade delivers immediate value for EMM's newest clients including Youth Specialties, Fellowship of Christian Athletes & "To Save A Life"

ORANGE COUNTY, CA – Extra Mile Merch, a full-service merchandise development and screen-printing company, announced today that Dan Roseblade has joined the Extra Mile Merch team as Brand Manager. His duties include business development, creative direction and production management.

Roseblade has built his career creating the highest level of modern apparel design to advance the Kingdom of God. After becoming a Christian, Dan surrendered his passion for design and screen printing, and began focusing on how to use these talents to rescue a lost generation. His COPE Clothing line (Christ Offers Peace Everlasting) was one of the flagship brands to use clothing and branding as a way for young Christians to testify their faith. COPE Clothing inspired the creation of high school clubs that inspired change and leadership on campuses, as well as designing and producing many custom apparel offerings for Force Skydiving, a support ministry for military personnel and their families, and Champions for Christ, a Pro and college athletes ministry.

Extra Mile Merch hopes to relaunch the COPE Clothing line later this year

"Dan is clearly inspired in his passion for merch and ministry. We could not be more excited for our clients and the growth of our services than to have Dan in middle of everything we are doing. God is building an amazing team." states Extra Mile Merch Co-founder Scott Brinson.

Roseblade has already been instrumental in managing relationships and overseeing projects for Extra Mile Merch's clients including hip-hop dance crew the Groovalos, winners of NBC's Superstars of Dance, as well as B. Reith (Gotee Records,) Youth Specialties' DCLA 2009, Fellowship of Christian Athletes, and the feature film "To Save A Life" from Outreach Media.

Extra Mile Merch exists to design and manufacture custom apparel and accessories lines for ministries and movements, brands and bands, artists and authors, companies and conferences. Featuring a team of fashion savvy designers and creative experts in fabrics, embroidery and printing, Extra Mile Merch (EMM) are experts in solution-driven manufacturing; developing custom strategies and lines whether clients need only a well-designed but low cost giveaway shirt for promotional uses, or a consumer-driven retail line that will sell in any space. The company is driven by an internal commitment to create garments that will actually be worn by



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real world consumers rather than finding a home as a gym shirt or nightshirt. EMM will also print or manufacture existing designs while walking clients through their options for garment selection and printing.

Not merely screen-printing logos on shirts, Extra Mile Merch is able to create a full-scale line of merchandise including shirts, hoodies, beanies, accessories, jewelry and custom items. The company is also proud to offer screen-printing, drop shipping, fulfillment and web store creation.

Kathy Douglas, CEO of Indie Extreme Inc., and Artist Manager states “Extra Mile Merch designed a merch line for Matt Brouwer’s fall tour that has increased his sales per person at our concerts by 50%! We recommend that everyone follow Scott’s advice and ideas for a successful merchandise line for your concert table!”

The company is a partnership founded by Scott Brinson and Scott A. Shuford. Having co-founded the clothing and film lifestyle company Truth Soul Armor, Scott Brinson built Truth into the largest Christian-owned clothing brand in the U.S. Brinson’s experience includes clothing design, music, film, internet, product development and retail. He has a hands-on understanding of the intersection of faith and pop culture and has been responsible for creating successful merchandise offerings for many youth movements including Promise Keepers’ youth division and Youth For Christ’s “Acquire The Fire” brand.

Scott A. Shuford connects the dots between organizations and the faith-based consumer audience. Shuford’s FrontGate Media has been featured in Adweek, and since 2002 has grown into the #1 pop-culture media group reaching the Christian audience through online sites and events with 15 million email subscribers, 25 million monthly page views, 600,000+ at live events and in 45 million television households.

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For more information about Extra Mile Merch, please contact:



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