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Flip Flop Shops Shouts Out Big Thanks to U.S. Troops: Offers Start-Up Discount to Military Veterans

PRESS RELEASE

Flip Flop Shops, the only lifestyle retail franchise to capture the essence of the flip flop connoisseur way of life, today announced its support for veterans by providing discounted franchise fees and extensive, ongoing support for qualified military veterans and active military members interested in becoming a part of the premium lifestyle brand.

"We're super stoked to celebrate the return of more than 150,000 of our military members from overseas," said Brian Curin, the President (Size 10) of Flip Flop Shops. "With many of our troops returning over the next three months, we are excited to already have a system in place that allows us to give back to our veterans who have given us so much."

Supporting military members since its inception, Flip Flop Shops offers qualified military veterans and active military members a franchise support system designed to help these American heroes become small business owners with the growing retailer.

"We are very proud of our military members, and offering a viable opportunity for them to transition back to civilian life, while reaching their professional goals, is our way of saying 'thank you' to the men and women who serve our country," said Darin Kraetsch, the CEO (Size 10) of Flip Flop Shops, adding that many of the skills veterans learn in the military position them for success within the Flip Flop Shops franchise system.

Committed to helping veterans transition into small business ownership, military members receive a \$2,000 discount on the initial franchise fee, as well as extensive support and training to help them reach their professional goals as members of the Flip Flop Shops franchise. The company provides continued support and training, including: business planning, site selection and real estate expertise, in-house design and construction consultation, public relations national brand building efforts, local shop marketing toolkits, and field support, among others. With more than 50 years of combined franchise experience leading the brand, Flip Flop Shops' franchise system is designed to support business needs, while demonstrating a commitment to providing a superior level of service to its franchisees.

"Easing the cost to open a Flip Flop Shops franchise is the least we could do as a franchise system to show our support for the men and women who have dedicated their lives to serving our country," said Alan Woods, the COO (Size 11) of Flip Flop Shops. "We are deeply appreciative of everything our troops have done to protect our country, and look forward to continuing to give back to our military members for years to come."

Bursting onto the retail scene in 2004, Flip Flop Shops quickly became North America's first retail chain exclusive to the hottest brands and latest styles of flip flops and sandals from such leading brands as REEF, Sanuk, Flojos, OluKai, and Cobian, among others. Its mission: to provide the opportunity for anyone, in any climate, to "Live...Work...Play With Their Toes Exposed®" while wearing the freedom of flip flops on their feet.

Seeking single- and multi-unit franchisees that exude the lifestyle tenets and casual nature that are affiliated with this liberating footwear style, the company is looking to award franchises to military veterans who have a solid business acumen coupled with a mellow, free-spirit nature and a passion for the Flip Flop Shops way of life. The average cost to open a single shop can be between \$167,000 and \$272,500, with a franchise fee of \$28,000 for military veterans.

For more information on the Flip Flop Shops franchise opportunity, visit <http://franchise.flipflopshops.com/immediate.php> or contact franchise@flipflopshops.com.

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