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## Active Military Attend Bulls Games for Free in 2010

### *Durham-based Sof Sole to sponsor program*

(Durham, NC) Active duty military will be able to attend 2010 Durham Bulls games for free, thanks to a partnership with Sof Sole, a footwear accessory brand, and division of Implus Footcare LLC in Research Triangle Park.

The program covers all Bulls regular-season games at Durham Bulls Athletic Park, as well as USA Baseball games played there. Active military will need to show identification at the Bulls ticket office to take advantage of the opportunity.

"We are very appreciative of the men and women serving our country," said Bulls General Manager Mike Birling. "We also are happy to have some great local companies, and appreciate Implus' support of the local military. This program will provide them with great entertainment when they're in the area throughout the Spring and Summer."

In addition to the ticket, all military who take advantage of the offer will receive a special coupon from Implus. The RTP-based accessory company has been continually active in helping area military, providing insoles and socks to thousands of men and women serving overseas.

"Implus and Sof Sole is proud to help bring our country's heroes and their families together," said Todd Vore, President of Implus. "By assisting the Durham Bulls in extending all Military free admission, we can give them a chance to kick their feet up and enjoy what they are fighting for."

Sof Sole a leading footbed, hosiery and shoe accessory brand in sporting goods, with distribution locally at tech running stores including 9th Street Active Feet, Inside Out Sports and The Athlete's Foot, and nationally at Dick's Sporting Goods, Finish Line and Famous Footwear. Its products are sold in more than 50,000 stores in North America and 65 countries world-wide.

The Bulls regular-season home opener is on April 15th against the Norfolk Tides. Durham plays an exhibition game on April 3rd against the Tampa Bay Rays. Additional information can be found about the 2010 season at [www.durhambulls.com](http://www.durhambulls.com).