



## FOR IMMEDIATE RELEASE

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### **BareBones WorkWear® Welcomes New Veteran Franchisee Owner With Multi-Unit Investment - First One To Open In Elk Grove**

**SEPTEMBER 8, 2016 - SACRAMENTO, CA** — Sacramento's **BareBones WorkWear®** has announced they have negotiated a three store deal with a new franchisee who plans to open their first store this fall in Elk Grove.

Stu Nelson, founder and CEO of **BareBones WorkWear®**, welcomes Brett and Dorothy Parent and their son, Heath, as new owners of the expanding franchise business. The Parent Family has just signed a lease to open their first store at 8535 Elk Grove Blvd. next to the Big Lots store and across Highway 99 from Walmart in Elk Grove. The new retail store is well located and will be 3,200 square feet of retail space. It is scheduled to open in October.

Brett Parent, a veteran of the Air Force Reserves, has been an Elk Grove resident for 45 years. He attended Elk Grove High School and coached football at Sheldon High School. Brett has been in the construction business for over 30 years and is a master electrician working in the home building industry and recently for Sacramento County. His experience and contacts in the construction community make him an invaluable resource to the workwear business.

On a recent drive back to his home in Elk Grove, Parent stopped at the Rocklin **BareBones** franchise to buy some new work boots and met the owner, Aaron Robertson. After comparing their military service records, the two men discussed franchise ownership of a **BareBones** store. Several months later, a promotional email arrived from **BareBones WorkWear®** that jarred his memory of Aaron and their conversation.

Brett called the franchisee the very next day and was encouraged to contact Stu Nelson. Robertson even gave Brett a look at his business plan to help him get started.

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According to nationally recognized franchise consultant, Lonnie Helgerson, CFE, “This is a perfect example of strong validation by a successful franchisee that speaks volumes about the **BareBones** brand and concept.” The founder and CEO of Helgerson Franchise Group further explained that “this type of organic growth is what every franchisor hopes for because it means the franchisees fundamentally believe in the the strong brand and proven concept.”

Mason Moore, co-founder of **BareBones** added that franchise owners, Aaron and Ronee Robertson have turned their Rocklin store - and their more recent Yuba City store - into two of the most successful operations in the expanding chain.

According to Parent, “The primary reason for choosing a **BareBones** franchise instead of another retail or fast food outlet is the kind of support we know we will get from Stu and Mason,” the partners of **BareBones** who have guided other successful entrepreneurs through the complicated process of franchising, opening and operating their new stores.

“When I call with a question, I speak directly to the owners,” Parent explained “not a robot or a mid-level executive who reads me text from their operations manual.” Support services from the franchisor was a determining influence in their decision to sign on for three stores.

The opportunity to include his wife and son in the business make it an ideal option for the Parents. Dorothy Parent is a highly regarded massage therapist who has worked with numerous chiropractors for over 30 years. Heath Parent, 21, will learn the business with his father and will eventually become the manager of the Elk Grove store while Brett prepares to open their next store further south along the 99 or I-5 corridors.

**BareBones WorkWear®** is the superior provider of useful apparel, footwear, and accessories for work, life and outdoor. The business was named to **Inc. Magazine’s** 5000 Fastest Growing Private Companies in America for 2015. Like the original corporate stores, the franchises feature a wide array of quality brand name apparel, footwear, safety gear and accessories. Products featured in all the stores are durable, comfortable, and stylish, making them also suitable for lifestyle and outdoor markets.

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