

Maricopa County Sheriff's Office

Joe Arpaio, Sheriff



ARPAIO GETS POLITICALLY CORRECT . . .
PINK BOXERS NOW AVAILABLE IN SPANISH

VAMOS JOSE!
BENEFITS SHERIFF'S POSSE & YOUTH ORGANIZATION

(Phoenix, AZ) It was an idea born nearly 17 years ago after a fluke conversation between Sheriff Joe Arpaio and an officer who oversaw inmate laundry services. Inmates were stealing thousands of dollars of office issued white boxer jail shorts. Arpaio told staff to dye the underwear pink to better track inventory and if it irritated male inmates, so be it.

What started as a wild idea morphed into a wildly popular bestseller.

While inmates in Arpaio's jails are forced to wear pink boxers, people on the outside apparently *want* to wear them. Proof of that became apparent when the Sheriff went on national television to explain his idea, after which requests for pink boxers began pouring into the Office.

'Go Joes,' as they came to be called because of the imprint on the boxers next to the Sheriff's star, have raised millions of dollars over the years to benefit at risk youth programs and to help the Sheriff's all-volunteer posse to fight crime.

Now, looking for a way to boost sales and have a little fun at the same time, Sheriff Arpaio is introducing a new pink boxer – one that promises to raise eyebrows as well as sales.

The Spanish language version of Go Joes – *Vamos Jose!* – goes on sale Monday, July 11, 2011 with Sheriff Arpaio kicking off sales at a Mexican restaurant, Valle Luna, 3336 West Bell Road at 11AM on Monday.

News Release

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“Somebody in the posse came up with the idea and I thought it was great,” Arpaio says.

“It does two things: it will raise more money to help at-risk youth and it is a poke in the eye to the critics who for years have called me a racist because of my tough stance on illegal immigration. I’m not a racist and never have been. I simply believe people who come to this country should do so legally.”

Vamos Jose! boxers have yet to be proven as a marketing bonanza but they’ll have a long way to go to catch up to the original.

Since 1995, tens of thousands of pairs of pink Go Joe boxers have been sold by the Sheriff’s posse at an average price of \$15 a pair.

People from nearly every country across the globe have purchased a pair. Pink boxers have been featured in museums, are hanging on pub walls in England, and have been given to numerous political and entertainment heavyweights from former presidential hopeful Sarah Palin to Playboy Magazine founder Hugh Hefner. END

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