

Instructions for 2017 Military Spouse Friendly Employer® Press Release Template **Available for Use Immediately (January 2017)**

Congratulations on your Military Spouse Friendly Employer® designation for 2017! This template is available for your use when announcing your Military Friendly® status. Please follow our trademark and branding terms as described below, and contact our team with any questions.

Thank you for your cooperation and congratulations on earning the Military Friendly® designation!

Template Guidelines:

1. The yellow highlighted fields indicate places for your company's/organization's name or information.
2. Schedule your personalized release using your PR and communications channels.
3. Make sure your release contains an active link to MilitaryFriendly.com, which hosts the list of 2017 Military Spouse Friendly Employers®, along with Military Friendly® Employers, Schools, etc.
4. The logo for this designation is copied into the last page of this document below. Simply right-click on the file image to save to your desktop. You can then upload it and resize it for your organizations use.

Terms for Use of Intellectual Property:

You may reference your institution as a "2017 Military Spouse Friendly Employer®".

[Your Company] Named to Victory Media's 2017 Military Spouse Friendly Employers® List

CITY (DATE, 2016) — [Your Company] announced today that it has earned the 2017 Military Spouse Friendly Employer® designation by Victory Media, publisher of G.I. Jobs®, Military Spouse, Vetpreneur® and STEM JobsSM resources. The annual companion list to Military Friendly® Employers recognizes those companies that hire spouses of active duty service members and promote workforce development policies and programs that acknowledge and support the unique challenges of military life. This year's list features 121 employers across four revenue categories, demonstrating the growing success among all types of organizations and across industries for tapping into this talented group of men and women.

"[Company] is committed to hiring military talent, knowing first-hand that recruiting military spouses is not only the "right thing to do," but the right thing for business. [Quote from executive or senior-level employee at your company regarding your company's commitment to and/or the value and contributions of employees with military experience.]

"Military spouses are expert problem-solvers. They thrive under pressure, and are highly educated and mobile," said Daniel Nichols, Chief Product Officer at Victory Media's Military Friendly® division. "Companies recognize these attributes and want them in their workplace. In fact, companies that employ both veterans or service members and their spouses have even better retention of their military employees."

The new, annual Military Friendly® Companies survey includes sections that not only evaluate whether an employer's hiring, onboarding, retention and mentoring programs are better for veterans, but also whether recruiting and retention practices and policies address the biggest concerns of military spouses and families:

- Which companies provide time off for spouses when their service member is deployed?
- Which companies offer flexibility for spouses who are managing the nuances of military life?
- Which companies work to keep spouses employed when they inevitably have to relocate?

Companies and organizations earning the Military Spouse Friendly Employer® designation were evaluated using both public data sources and responses from Victory Media's proprietary survey.

[Your Company] is featured along with the entire list of 2017 Military Spouse Friendly Employers® in the January issue of Military Spouse Magazine and on militaryfriendly.com.

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About [Your Company]:
Your Boilerplate Here

About Military Friendly® and Victory Media:

The Military Spouse Friendly Employers® and Military Friendly® Employers designation processes include extensive research and a data-driven survey of leading organizations nationwide. The survey, methodology, criteria and weightings are developed with the assistance of an independent advisory council of educators and employers, and tested by EY based upon the weightings and methodology established by Victory Media. The survey is administered for free. Criteria for consideration and recipients of the designation can be found at: <https://militaryfriendly.com>.

Founded in 2001, Victory Media is a service-disabled, veteran-owned small business (SDVOSB) that connects the military community to civilian employment, entrepreneurial and education opportunities through its G.I. Jobs®, Military Spouse, Vetpreneur®, STEM JobsSM and Military Friendly® brands. Learn more at www.victorymedia.com.

For additional information or to arrange interviews, contact:

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MILITARY FRIENDLY

MF'17

AWARD

SPOUSE EMPLOYER