

Instructions for 2017 Military Friendly® Brand Press Release Template

Embargoed Until July 6, 2017, 10:00AM ET

Congratulations on your Military Friendly® Brand designation for 2017! This template is available for your use when announcing your Military Friendly® status; however, the release is embargoed until after Victory Media's official announcement. You may publish your release anytime after 10:00 AM Eastern Time on Thursday, July 6. Please follow our trademark terms as described below.

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 after Thursday, July 6th at 10:00 AM Eastern Time. **Please refrain from any public announcement about your designation before then.**
3. Make sure your release contains an active link to militaryfriendly.com, which will host the list of 2017 Military Friendly® Brands.
4. Logos and marketing support may be found at http://militaryfriendly.com/mfb_marketing-support/. This page is private and only available to you through this link. Logos may be downloaded from this page to be included in your release and marketing materials.
5. If you have received multiple designations for 2017, you may combine that information with this template. It is yours to use!

Terms for Use of Intellectual Property:

You may reference your institution as a "2017 Military Friendly® Brand" **but must capitalize the term and use the registered trademark (®) symbol placed after the word "Friendly."** Size, specifications and use of the Military Friendly® logos can be found at http://militaryfriendly.com/mfb_marketing-support/.

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

CITY (DATE, 2017) —[Your Company] announced today that it has earned the 2017 Military Friendly® Brand designation by Victory Media, publisher of *G.I. Jobs*® and Military Friendly® ratings. Introduced this year, the inaugural list of 54 Military Friendly® Brands provides service members, veterans and military families a trusted source to discover the best companies and consumer products investing in the military community.

The Military Friendly® Brands designation, a component of the new Military Friendly® Companies ratings, measures a company's social and material investment in support of the military and veteran community, including consumer supports and protections. Organizations earning the Military Friendly® Brand designation were evaluated using public data sources, personal feedback from military community members, and responses from Victory Media's proprietary survey in these areas:

- **Policies & Governance**—Overall corporate governance, policies and practices have been adopted in support of the military community.
- **Transparency**—Community investment and engagement is made publicly available and the organization rates favorably in federal consumer compliance and protection programs.
- **Consumer Indicators**—Customer service and support policies, as well as marketing practices, are designed to meet military and veteran consumer needs and satisfaction.
- **Community Indicators**—An assessment of the organization's military, veteran community, and consumer relationships, stakeholder engagement initiatives, and public policy positions.

Final results and ratings were determined by combining an organization's survey scores with the assessment of the organization's ability to meet minimum thresholds. The benchmark is set by score of the leading organization. Companies scoring at least 25% of the top score earned the Military Friendly® Brand designation.

[Your Company Quote from executive or senior-level employee regarding your company's commitment and corporate social responsibility efforts in this area.]

Daniel Nichols, a 16-year Navy Reserve veteran and Chief Product Officer of Victory Media, said: "Companies earning the 2017 Military Friendly® Brand designation have an exceptionally strong brand reputation in the military community. Not only do veterans, service members and military spouses recognize and purchase from these companies, they recommend their products and service to friends, family and peers."

[Your company] is featured online at militaryfriendly.com and will be showcased along with other 2017 Military Friendly® Brands in the August issue of *Military Spouse Magazine*.

For details about Military Friendly® visit militaryfriendly.com. Learn more about **[your company]**'s involvement in the military community at [\[your website corporate social responsibility page/homepage\]](#).

About Military Friendly® Brands:

The Military Friendly® Brands list is created based on extensive research using public data sources for organizations nationwide, input of military families, veterans and service members; and responses to the proprietary, data-driven Military Friendly® Brands survey from participating companies. Survey questions, methodology, criteria and weightings were developed by Victory Media with the assistance of an independent research firm and advisory council. Data calculations and tabulations were independently evaluated for completeness and accuracy by EY. The survey is administered for free. Learn more about Military Friendly® ratings at militaryfriendly.com.

About [Your Company]:

Your Boilerplate Here

For additional information or to arrange interviews, contact:

[Your Company]

Press Contact(s)

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