

Instructions for 2017 Military Friendly® Company Press Release Template

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

Congratulations on your Military Friendly® Company 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® Companies.
4. Logos and marketing support may be found at http://militaryfriendly.com/mfc_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® Company" **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/mfc_marketing-support/.

Embargoed Until July 6, 2017 After Official Release by Victory Media

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

CITY (DATE, 2017) — [Your Company] announced today that it has earned the 2017 Military Friendly® Company designation by Victory Media, publisher of *G.I. Jobs*® and Military Friendly® ratings. Introduced this year, the inaugural list of 68 Military Friendly® Companies provides service members, veterans and military families an integrated and comprehensive look at the total commitment of organizations to the military community.

The Military Friendly® Company survey is comprised of four sections that assess an organization's commitment, effort and level of success in:

- Recruiting, hiring and training of veterans (Military Friendly® Employers).
- Recruiting, hiring and training of military spouses (Military Spouse Friendly® Employers).
- Partnering with and supporting Veteran-Owned Businesses (Military Friendly® Supplier Diversity Programs).
- Commitment to military consumer protections and having a positive brand reputation in the military community (Military Friendly® Brands).

Organizations earning the Military Friendly® Company designation were evaluated using both public data sources and responses from Victory Media's proprietary survey, and must have met or exceeded our Military Friendly® standard in at least three out of the four sections. Once all Military Friendly® Company designations were calculated, the companies were ranked by total score received throughout all four survey components.

[Your Company Quote from executive or senior-level employee regarding your company's commitment and highlights/results of your military program initiatives.]

"Companies earning the 2017 Military Friendly® Company designation have demonstrated total commitment to the military community," said Daniel Nichols, a 16-year Navy Reserve veteran and Chief Product Officer of Victory Media. "They have tapped into military talent as employees, suppliers and consumers, and have the right people, programs and policies in place to make it happen."

[Your company] is online now at militaryfriendly.com and will be showcased along with other 2017 Military Friendly® Companies in the July issues of *G.I. Jobs*® and *Military Spouse* magazines.

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

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About Military Friendly® Companies:

The Military Friendly® Companies 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® Companies 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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