



\*\*\*\*\*

## FOR IMMEDIATE RELEASE

**CONTACT:** Ayla Hay  
**EMAIL:** [ahay@woundedwarriorproject.org](mailto:ahay@woundedwarriorproject.org)  
**PHONE:** 904.405.1112

### *Wounded Warrior Project Launches Believe in Heroes Campaign* *--Two-month initiative calls on Americans to put the veteran back in Veterans Day--*

Jacksonville, Fla. (September 7, 2011)--Wounded Warrior Project (WWP) today launched a new initiative created to rally Americans to put the veteran back in Veterans Day. Believe in Heroes™ calls on Americans to recognize the enormous sacrifices made by our newest generation of veterans and to honor the service of these individuals over a two-month campaign leading up to Veterans Day.

This year's campaign kicks off Sept. 11th with recognition of the events that inspired so many of our current veterans to answer the call to duty, and culminating on Veterans Day on November 11<sup>th</sup> with a series of events and observances honoring every generation of our nation's military.

“Veterans Day has become a national holiday that most Americans give a cursory moment of thought to before going on with their day,” said Steve Nardizzi, executive director, Wounded Warrior Project. “Through Believe in Heroes, we hope to re-engage the American public in celebrating the accomplishments of our veterans and honoring their sacrifices. Whether they participate in an event, host a party to honor our veterans and help raise funds for their care, or simply make a purchase whose proceeds support the campaign, we’re calling on the American public to do something meaningful in support of Veterans Day.”

Over the two-month campaign, WWP will host several events tied to the Believe in Heroes initiative, including commemorative runs and walks in cities across the country, veterans recognitions at NASCAR, NCAA and NFL events, fundraisers with key partners, and memorial remembrances. Upcoming events, locations, and dates are available at [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org). These events will provide the American public with an opportunity to show their support and appreciation of our veterans in their communities, and across the nation.

For those wishing to host their own event in their community, a Believe in Heroes Party-in-a-Box can be ordered at [woundedwarriorproject.org](http://woundedwarriorproject.org). The kit gives supporters nationwide a planner and supplies for hosting their own Veterans Day party to honor wounded warriors and their caregivers and raise funds to support WWP programs and services.

Additionally, WWP and its signature partners, Acosta and Under Armour, have teamed up to offer consumers the opportunity to purchase products whose proceeds support the Believe in Heroes initiative. Products will be available in stores, as well as at the Believe in Heroes online store at [woundedwarriorproject.org](http://woundedwarriorproject.org).



Originally established by signature campaign partner, Acosta Sales & Marketing (Acosta), a leading full-service sales and marketing agency in the consumer packaged goods (CPG) industry, Believe in Heroes is an important new addition to WWP's programs to support our nation's veterans. Under Acosta's leadership, the initiative raised over \$200,000 to support WWP last year and gifted the Believe in Heroes moniker to WWP.

"Acosta is proud to partner with Wounded Warrior Project in continuing support of the Believe in Heroes campaign," said Robert Hill, Acosta President and CEO. "Our company and our many clients and retail customers have long supported our nation's military members and their families. It is a privilege to bring major brands and retailers together, not only raise money to support these warriors, but also bring greater awareness to the extraordinary contributions they have made to the American legacy."

Visit [woundedwarriorproject.org](http://woundedwarriorproject.org), to learn more about this important initiative, find a detailed list of events, make a donation to the campaign, and find out how you can support our American heroes. To follow the campaign on Twitter, use @WWPBelieve, @AcostaSales, and the hashtag #BIH.

### **About Wounded Warrior Project**

The mission of Wounded Warrior Project™ (WWP) is to honor and empower wounded warriors. The purpose of WWP is to raise awareness and to enlist the public's aid for the needs of injured service members; to help injured servicemen and women aid and assist each other; and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit [woundedwarriorproject.org](http://woundedwarriorproject.org).

### **About Believe in Heroes**

Established as an effort to rally Americans to put the Veteran back in Veterans Day, Believe in Heroes™ is a signature campaign of the Wounded Warrior Project. The two-month initiative running from Sept. 11th through Veterans Day on November 11th creates opportunities for both the American people and corporate America to support our veterans through appreciation events, fundraising initiatives, point-of-purchase proceeds and other opportunities. To get involved and learn more, visit [woundedwarriorproject.org](http://woundedwarriorproject.org).

### **About Acosta Sales & Marketing**

Acosta is the sales and marketing powerhouse behind thousands of the biggest brands you see every day, with a client roster that includes the majority of #1 and #2 brands sold in most grocery stores. With more than 80 years of experience, Acosta provides a range of outsourced sales, marketing and retail merchandising services to effectively move products off shelves and into shoppers' baskets, ensuring clients are achieving their true sales potential. Acosta is based in Jacksonville, Fla., with approximately 20,000 associates in 65 offices throughout the United States and Canada. For more information, visit [www.acosta.com](http://www.acosta.com).

###