VALOR WORLDWIDE ANNOUNCES ITS NEW SOCIAL IMPACT PROGRAM “VALOR INVESTS IN VETERANS”

The Data and Media Company and Creator of OurMilitary.com Aims to Give A Portion of its Revenue to Veterans in Need with its Profit for a Purpose Business Model

LAKEWOOD and SEATTLE, WA – Data and media company Valor Worldwide, and parent company to Internet property OurMilitary.com, announces its new social impact program “Valor Invests in Veterans,” which invests a portion of its revenue each quarter into programs directly benefitting Veterans and military families through its Profit for a Purpose business model.

Valor Worldwide partners with businesses that want to reach the 50 million+ that comprise the U.S. military community, which in total includes active-duty, reserve, retired, Veterans and their families. Since launching its Internet property OurMilitary.com in October 2018, a site dedicated to providing the military community direct access to significant database information, resources and media content procured specifically with them in mind, the Company and its business partners are successfully reaching this underserved demographic.

“The intent in launching Valor Worldwide and OurMilitary.com has always been about trying to make a measurable impact on the military community,” said Jeff Lanctot, Valor Worldwide co-founder and CEO. “We know our profit with a purpose model is key to our early success because employees want to join a company that gives back, and customers want to partner with businesses that think about both community and the bottom line.”

With its corporate mission of giving back to the military community, Valor Worldwide has pledged in 2019 to donate a minimum of $5K each fiscal quarter to a designated non-profit organization that provides services that fall into one, or more, of these three main areas of focus:

1) **Wellness**: non-profits that help to establish positive mental and physical health security within the military community
2) **Family**: organizations that help find transitional housing and aid to children of wounded or fallen solidiers
3) **Career**: programs that help military transition to civilian life, aid in job training and help with job placement opportunities.

**Valor Invest in Veterans Q1 2019 Beneficiary**

Valor Worldwide has partnered with Operation Military Family Cares and the WAServes initiative to assist military and Veteran families who have financial requests specific to individual and family support needs. This partnership and $5K targeted funds will help assist at least five families in the state of Washington that need financial assistance with anything from housing and emergency services to counseling, tuition aid, or mental and physical health care.

"We have chosen to partner with Operation Military Family Cares and the WAServes network because they provide an efficient and transparent service to our local veterans that directly aligns with our social impact
program goals,” said Maria Alberto, Valor Invests in Veterans program director. “This partnership allows us to more directly assist with the emergency needs of our local veterans.”

“We are grateful to partner with Valor Worldwide and OurMilitary.com and to be the first recipient of their Valor invests in Veterans initiative,” said Mike Schindler, CEO of Operation Military Family Cares. “We look forward to utilizing this money to help as many Washington area military and Veterans families as we can and help position those families on a pathway to success and healing. Donations like these are critical to helping improve the health, morale and financial situation of our military and Veterans.”

**OurMilitary.com Annual Veteran Recognition Scholarship**

In addition to the Valor Invests in Veterans program, OurMilitary.com has also set up an annual Veteran recognition scholarship program that gives $1K to undergraduate students that are either an active service member or Veteran, a military spouse, or the child of an active service member or Veteran. The program was introduced in February 2019, and applicants have until May 15th, 2019 to apply. Requirements include writing a 500 to 1,000-word essay about how their affiliation with the military community has impacted their personal education or learning. The winner will be chosen by an esteemed panel of judges that include Seattle Seahawks and Super Bowl champion Doug Baldwin, former U.S. Army Green Beret and television and movie personality Nate Boyer, and former member of the U.S. Air Force and current president and COO of Bulletproof Anna Collins. The winner will be notified by May 30th, and the winning essay will be published on OurMilitary.com the first week in June. For more information go to: [https://www.ourmilitary.com/scholarship/](https://www.ourmilitary.com/scholarship/)

“At Valor Worldwide, we feel a responsibility to the communities in which we live and work. We feel a responsibility to the active duty military families that we serve. And we feel a responsibility to the Veterans who have sacrificed so much for our country,” said Lanctot. “That sense of responsibility has been part of our business from inception, and it’s now formalized with our Valor invests in Veterans initiative.”

**About Valor Worldwide**

Valor Worldwide is a data and media company, and OurMilitary.com is the company’s first offering, a revolutionary new online resource that stems from years of experience redefining what it means for businesses and the military community to be connected. OurMilitary.com is the trusted resource for military families, providing a point of connection between prevalent military-related data and information, and countless resources and businesses that want to support the military community.

Valor Worldwide partners with businesses that want to reach the 50 million+ that comprise the U.S. military community. This population has an average household income of $60K, 37% higher discretionary income than the national average.

Valor Worldwide is headquartered in the Puget Sound region with offices in Lakewood (near Joint Base Lewis-McChord) and in Seattle’s metropolitan area.

**PR Contact:**

Angela Gamba, Valor Worldwide, [angela@valorworldwide.com](mailto:angela@valorworldwide.com)