

# **\*\*\*Media Alert\*\*\* IAVA to Hold 10th Anniversary Heroes Gala on November 13th**

**WHAT:** On Thursday, November 13th, 2014, Iraq and Afghanistan Veterans of America (IAVA) will hold IAVA's Annual Heroes Gala Celebrating Our 10th Anniversary at Cipriani 42nd Street in New York City. Taking place for the eighth year in a row, and when U.S. troops are still at war, this year's Heroes Gala will honor those who have made a unique and lasting contribution to IAVA's mission to improve the lives of Iraq and Afghanistan veterans and their families.

**WHO:** IAVA will honor Admiral Mike Mullen, 17th Chairman of the Joint Chiefs of Staff, with the IAVA Veteran Leadership Award, and Uber CEO and co-founder Travis Kalanick with the IAVA Civilian Service Award. Willie Geist, co-anchor of NBC's "TODAY" show and MSNBC's "Morning Joe" will host the event.

Department of Veterans Affairs Secretary Robert McDonald will also be speaking at the event.

Veterans and supporters will attend, as well as representatives from leading sponsors Victory Motorcycles (Hero Sponsor); TriWest Healthcare, Turner Broadcasting, and USAA (Dinner Sponsors); Robert Cohn, Steven & Alexandra Cohen Foundation, HBO, JPMorgan Chase, Miller High Life, Uber, Western Asset Management, Wheel's Up, and WME/IMG (Support Sponsors). Southwest Airlines, IAVA's official airline partner, will also be in attendance.

New York City Commissioner of Veterans Affairs Loree Sutton, Lone Survivor director Peter Berg, actress Michelle Monaghan and more will also be in attendance.

**WHEN:** Thursday, November 13, 2014 5:30 p.m. to 9:30 p.m.

Press check-in: 5:15 – 6:15 p.m. (Cipriani 42nd Street)

Sponsor Reception 5:30 – 6:30pm (Cipriani 42nd Street)

Cocktail Reception 6:30 – 7:30 p.m. (Cipriani 42nd Street)

Dinner & Award Presentation: 7:30 – 9:30pm (Cipriani 42nd Street)

**WHERE:** Cipriani 42nd Street, 110 E. 42nd Street, New York, NY 10017

Livestream the gala at <http://new.livestream.com/newvets>

**Note to media:** A mult box will be provided at the venue. Please RSVP by emailing [press@iava.org](mailto:press@iava.org) if you would like to cover the Gala.