

[IAVA Launches Exclusive Partnership w/ Vet-owned Retailer Oscar Mike](#)

“Apparel with a Mission” company supports post-9/11 #VetsRising story

NEW YORK (November 27, 2015) – On “Black Friday,” the heaviest retail day of the year, Iraq and Afghanistan Veterans of America (IAVA) announced a new merchandise partnership with Oscar Mike, an innovative American-made and military-inspired apparel company. With the news of the partnership, Oscar Mike became the exclusive merchandise provider and [online store](#) host for all IAVA gear.

“Founded by a disabled Marine and run by veterans, Oscar Mike is the epitome of post-9/11 veteran entrepreneurship,” said Paul Rieckhoff, CEO and Founder of IAVA. “When you buy a piece of IAVA Oscar Mike gear you are actively supporting our nation’s post-9/11 veterans, as well as supporting the resurgence of high-quality American-made products. We are proud to partner with Oscar Mike and help tell our community’s #VetsRising story.”

Oscar Mike is apparel with a mission. Specifically, its apparel aims to keep injured veterans “on the move” through an active, healthy and positive lifestyle while simultaneously inspiring all Americans to follow suit. As the company grew, its founder – disabled United States Marine Corps veteran, Noah Currier – realized that they were not only accomplishing their mission, but creating a movement for all to follow. Since then, Oscar Mike has grown to become an inspiration for all to stay on the move in achieving their goals while supporting American-made manufacturing and injured veterans.

All profits from Oscar Mike go directly to the Oscar Mike Foundation, whose primary goal is to send injured veterans to adaptive sport events. It is their belief at Oscar Mike that these types of events are paramount to the successful rehabilitation of our injured veterans both physically and mentally.

For information visit oscarmike.org/brands/iava.

About IAVA: Iraq and Afghanistan Veterans of America (www.IAVA.org) is the leading post-9/11 veteran empowerment organization (VEO) with the most diverse and rapidly growing membership in America. As a non-profit founded in 2004, IAVA’s mission is to connect, unite and empower post-9/11 veterans. Celebrating its 11th year anniversary, IAVA has connected more than 1.2 million veterans with resources and community, and provided more than 6,000 veterans with personalized support from IAVA’s Master’s level social workers.

About Oscar Mike: Oscar Mike is an American-made and veteran-owned apparel company matched with their own 501(c)(3), the Oscar Mike Foundation. Together, their mission is to inspire others to remain “on the move” in achieving their goals, whether personal or professional, physical or mental.

President of Oscar Mike, Founder of the Oscar Mike Foundation, and disabled United States Marine Corps veteran, Noah Currier, started this mission with three objectives in mind:

- To inspire others to remain “on the move”, especially disabled veterans through adaptive sports
- To provide American-made and military-inspired quality apparel
- To create jobs for Americans and our veterans