

# CRAFTSMAN® AND IAVA TEAM UP TO CONNECT AND SUPPORT RETURNING MILITARY



*America's Most Trusted Tool Brand Introduces Donation Program and Short Film Series Regarding Military Transition*

**HOFFMAN ESTATES, ILL. (June 4, 2015)** – Since the U.S. went to war in Afghanistan in 2001 and Iraq in 2003, about 2.5 million members of the Army, Navy, Marines, Air Force, Coast Guard and related Reserve and National Guard units have been deployed in the Afghanistan and Iraq wars,\* and the remaining 5,400 troops are expected to withdraw in 2016.\*\* While these brave individuals may be leaving the front line, a different kind of challenge awaits at home, such as transitioning to a civilian job or potentially adjusting to life with an injury.

To support these veterans, the [Craftsman](#) brand is teaming up with Iraq and Afghanistan Veterans of America (IAVA), the leading and fastest-growing post-9/11 veteran empowerment organization in America, and We Are the Mighty (WATM), an entertainment and lifestyle media brand for and by the military community, to release a series of short films illustrating how IAVA empowers veterans as they transition back to civilian life.

Continuing its long-standing support of America's military heroes, Sears is launching two promotions to raise funds for IAVA this summer. Thanks to member and customer support of the Craftsman brand, the brand will donate \$250,000 to IAVA to empower America's veterans. And from May 25 through July 4, for every new follower of @Craftsman on Instagram, Craftsman will donate an additional \$1 to IAVA (with a minimum donation of \$5,000 and maximum of \$100,000).

"For the Craftsman brand, it's an honor and a responsibility to team with

IAVA to express our gratitude to those who have endured so much hardship and sacrifice – all for the greater good of the country,” said Brian Jochum, □senior director, marketing at Kenmore, Craftsman & DieHard brands. “Hearing these veterans’ stories has been humbling and inspiring, and we couldn’t be more thankful for their service.”

“The Craftsman brand truly supports our veterans, and IAVA is proud to partner with this patriotic, iconic American brand,” said Paul Rieckhoff, CEO and founder of IAVA. “Veterans are an investment, not a charity. The Craftsman brand’s support will allow IAVA to continue to deliver free services to our members facing transition-related challenges, such as mental health, education, navigating the VA, unemployment, financial or legal struggles, or homelessness.”

#### **Father’s Day Gifting to Benefit IAVA:**

- [The Craftsman MACH Series platform](#) is designed to get the job done with remarkable speed and efficiency for DIY projects anywhere in the home or under the hood
- The Craftsman Extreme Grip platform is created to offer a better fit and grip with fasteners, making loosening, tightening and starting faster and easier
- The all new Craftsman Resin Storage System is ideal for homeowners seeking storage and organizational solutions for their garage or basement with its adjustable, removable shelves accommodate storage for a variety of items

To check out the project, or for more information about how Craftsman is supporting veterans this Father’s Day, head to [www.craftsman.com/iava](http://www.craftsman.com/iava), or visit [www.craftsman.com/fathersday](http://www.craftsman.com/fathersday) to find the perfect gift for the veteran or Dad in your life this Father’s Day.

\*[McClatchy DC](#), March 2013

\*\*[U.S. News](#), March 2015

#### **About Craftsman**

The Craftsman brand is America’s most trusted tool brand. For 87 years, the Craftsman brand has developed innovative tools and products, earning a reputation for unsurpassed quality and durability, trusted for generations. The Craftsman brand offers a full range of hand and power tools that meet the needs of the DIY user to the demanding professional. In addition, the Craftsman brand also offers lawn and garden products and tool storage.

The Craftsman brand also has a free membership program called Craftsman Club which gives tool enthusiasts access to exclusive deals, members-only projects, expert tips and news on the latest tool innovations from the brand. Craftsman Club® is part of the Shop Your Way® network, so points can be redeemed for purchases at Sears and Kmart and online at Craftsman.com. For more information, visit [www.CraftsmanClub.com](http://www.CraftsmanClub.com).

#### **About We Are The Mighty**

We Are The Mighty (WATM) is the first entertainment and lifestyle brand for and by the military community and those who want to know more about it. We create and distribute authentic content for all genres and platforms that entertains, informs and celebrates military life. Our mission is to empower this vital community with content and experiences that have a positive impact and engage audiences on the widest possible scale. We are committed to employing veterans and supporting their businesses and organizations. For more information, visit [www.wearethemighty.com](http://www.wearethemighty.com).

## **GIVE BACK TO THOSE WHO SERVED**

Here's to the makers of a nation. This Father's Day, the Craftsman Brand is donating \$250,000 to IAVA to empower America's veterans.



IRAQ AND AFGHANISTAN  
VETERANS OF AMERICA