FOR IMMEDIATE RELEASE

STARBUCKS, HBO AND CHASE RECOGNIZE EASTER SEALS DIXON CENTER WHILE SALUTING
U.S. VETERANS AND THEIR FAMILIES THIS VETERANS DAY

THE CONCERT FOR VALOR Co-Sponsors Celebrate Veteran Service Organizations as Part of a First-of-Its-Kind Event

(WASHINGTON, DC) October 30, 214– Easter Seals Dixon Center has been recognized by Starbucks, HBO and Chase, co-sponsors of THE CONCERT FOR VALOR, for outstanding service and support of veterans and their families. THE CONCERT FOR VALOR is a first-of-its-kind concert to honor the courage and sacrifice of America’s veterans and their families on the National Mall in Washington, D.C., to be presented live on HBO this Veterans Day, Tuesday, November 11 (7:00 p.m. ET/4:00 p.m. PT).

As part of the event, Easter Seals Dixon Center will be one of 16 veteran service organizations (VSO) highlighted for outstanding service and support of veterans and their families. An advisory committee led by Co-Chairs Admiral Mike Mullen and former United States Secretary of Defense Robert Gates and comprised of thought leaders and passionate supporters of VSO was assembled to make these selections. The committee used a thoughtful selection process, and identified outstanding VSO that address one of the following core pillars of successful transition for veterans and their families: employment, education, health and wellness, and reintegration. Additional committee members include executives at Starbucks, HBO, JP Morgan Chase, and the Schultz Family Foundation.

"It's time to break down the barriers that clog up the prospects for our veterans," said Colonel David Sutherland, U.S. Army (ret.), Chairman, Easter Seals Dixon Center and Chief Strategist, Easter Seals Military and Veterans Services. "That's why we're standing side-by-side this Veterans Day with the organizers and performers at the Concert for Valor. It's not about charity. It's about
opportunity – the opportunity to ensure that veterans and military families succeed where they live.”

“At Easter Seals, we believe veterans and military families make valuable, long-lasting contributions to our community. We established Easter Seals Dixon Center as a way to support veterans’ transition back to civilian life through our network of resources and services,” said James E. Williams, Jr., president and chief executive officer, Easter Seals. “Easter Seals Dixon Center encourages the American public, and especially employers, to gain a new appreciation for the value of veterans in the workforce and society as a whole, something THE CONCERT FOR VALOR will undoubtedly shine a spotlight upon.”

As co-sponsors of the event, Starbucks, HBO and Chase provide a national stage for ensuring that veterans and their families know that their fellow Americans’ gratitude is genuine. The concert will feature a broad array of talent from the worlds of music and entertainment, including Eminem, Jamie Foxx, Dave Grohl, Metallica, John Oliver, Rihanna, Bruce Springsteen, Carrie Underwood and Zac Brown Band, as well as special appearances by Meryl Streep, Tom Hanks and Steven Spielberg, among many others.

ABOUT EASTER SEALS DIXON CENTER:

Easter Seals Dixon Center believes our veterans and military families can succeed where they live. Our mission is to ensure that’s possible in every community. We work to break down barriers, drive a new conversation about the potential of our veterans, engage organizations and communities, and connect veterans and military families with what they need for meaningful employment, education and overall wellness. Our national credibility and community-based reach – through 73 affiliates and 550 service sites – provides an unmatched, accessible resource and support for veterans and military families. Looking ahead to 2015, we’re releasing the third PSA in our series focused on veteran employment. View our first two installments to see how we’re using light humor to reinforce veterans’ positive attributes. Learn more at EasterSealsDixonCenter.org.