

A Haircut at Sport Clips can 'Help A Hero'

Make your next haircut 'Help A Hero' now through Veterans Day, Nov. 11

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GEORGETOWN, Texas – The annual Sport Clips Haircuts' "Help A Hero" campaign kicks off today, and you can help service members and veterans take the next step toward civilian careers through education when you visit a local store. Now through Veterans Day, November 11, you can "Help A Hero" when you get a haircut at one of the more than 1,700 Sport Clips locations across the U.S. The goal again this year is to raise \$1 million to benefit veterans through the Veterans of Foreign Wars of the U.S. (VFW)-administered scholarship program.

The VFW and Sport Clips established the Help A Hero scholarship program in 2013, but have worked together for more than a decade to support America's service members and

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their families. The “[Sport Clips Help A Hero Scholarship](#)” program provides up to \$5,000 of assistance to qualified individuals who have served in the military, are in need of financial assistance, and are pursuing an education at post-secondary institutions, including trade schools. To date, Sport Clips, clients, team members and product partners have raised more than \$3 million for the program, which resulted in more than 800 scholarships being awarded.

“The first Help A Hero Scholarship recipients are completing their studies and securing meaningful work. It's fulfilling to see them employed, helping others, supporting themselves and their families, and reaching career goals with the help of these scholarships. Even though the GI Bill has been recently updated, it still doesn't cover all the expenses many veterans have when they return from active duty and enroll in school. Privately funded scholarships are critical to numerous veterans when they seek further education,” said Sport Clips Founder and CEO Gordon Logan, an Air Force veteran and VFW Life member. “This is one of the best ways we can say 'thank you' for what these men and women have given to our country, and it's an honor to serve them through the support of these scholarships.”

Donations to the Help A Hero campaign will be collected by Sport Clips stylists and other team members in stores and at local fundraising events. Sport Clips will also hold “The Biggest Haircut Day of the Year” on Veterans Day, November 11, when the company donates a dollar for every haircare service to the scholarship program, and many [participating stores](#) will also offer free haircuts to service members and veterans with valid military identification.

“We’ve fought hard to expand the Post-9/11 GI Bill benefits, protecting and expanding educational benefits for future generations,” said VFW National Commander Keith Harman. “Together with Sport Clips’ support, we will continue to ensure today’s service members and veterans receive every opportunity for success, one scholarship at a time.”

Sport Clips is the official haircutter of the VFW, and its Help A Hero program is just one of many ways the company supports active-duty military and veterans. To find out more, visit your local Sport Clips or SportClips.com.

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About Sport Clips Haircuts

Sport Clips Haircuts is headquartered in Georgetown, Texas. It was established in 1993 and began franchising in 1995. The sports-themed haircutting franchise, which specializes in haircuts for men and boys, is ranked by Entrepreneur Magazine as one of the “Fastest-Growing Franchises” and in the top 10 in its “Franchise 500.” There are more than 1,700 Sport Clips stores open in the U.S. and Canada. Sport Clips is the “Official Haircutter” of the Veterans of Foreign Wars (VFW), offers veterans preferential pricing on haircuts and franchises, and was named a “2016 Best for Vets: Franchises” by Military Times. Sport Clips provides “[haircuts with heart](#)” through its annual Help A Hero fundraiser that has given \$5 million to the VFW; national partnership with St. Baldrick’s Foundation, the largest private funder of childhood cancer research grants; and other national and local philanthropic outreach. Sport Clips is a proud sponsor of Joe Gibbs Racing’s NASCAR driver Denny Hamlin and Furniture Row Racing’s Erik Jones, and partners with numerous NCAA and professional sports teams. To learn more about Sport Clips, visit sportclips.com.

About The Veterans of Foreign Wars

The Veterans of Foreign Wars of the U.S. is the nation's largest and oldest major war veterans organization. Founded in 1899 and chartered by Congress in 1936, the VFW is comprised entirely of eligible veterans and military service members from the active, Guard and Reserve forces. With nearly 1.7 million VFW and Auxiliary members located in nearly 6,400 Posts worldwide, the nonprofit veterans service organization is proud to proclaim “NO ONE DOES MORE FOR VETERANS” than the VFW, which is dedicated to veterans’ service, legislative advocacy, and military and community service programs. For more information or to join, visit our website at www.vfw.org.