

Brawny® Brand Extends Partnership With Wounded Warrior Project® To Help Support Our Nation's Heroes

(NAPSA)—After soldiers return home from demanding tours of duty, they're eager to resume the simple pleasures of life, like spending time with family, enjoying abandoned hobbies or reconnecting with friends. But the warriors—as well as their caregivers—often learn that resuming “normal” life can be a challenge.

A physical wound might be visible through a veteran's limp or shrapnel scar. An invisible wound might take the form of a traumatic brain injury not obvious to the outside world. Either way, warriors and their families can become emotionally exhausted by the voyage to uncover a “new normal.”

Inspired by the journeys of dedication and perseverance on which these men and women embark, the Brawny® brand is renewing its partnership with Wounded Warrior Project® (WWP) for the third year. Based in Jacksonville, Fla., WWP was founded in 2003 with a vision to foster the most successful, well-adjusted generation of wounded service members in our nation's history. WWP helps injured veterans adjust to civilian life and persevere through the visible and invisible wounds of war.

A new campaign—known as “Tough to the Core”—focuses on warriors and caregivers. To support both groups, the Brawny® brand is asking people to answer the question “What does tough mean to you?” through texts, photos and video using #ToughIs on Facebook, Twitter or Instagram. For every text or photo post, Brawny® will donate \$1 to WWP, and for every video post, it will donate \$5, up to a total of \$350,000.



Tens of thousands of veterans and caregivers receive support each year through programs that range from helping with career placement to providing support for dealing with Combat Stress Recovery.

The Brawny® brand has donated more than \$1.4 million to WWP since the partnership began in 2012. WWP shares the same brand spirit and values as Brawny®: an inner strength that emboldens and inspires people to be “Tough to the Core.”

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For more information on the partnership, go to www.brawny.com/wounded-warrior-project or “Like” the program on Facebook: www.facebook.com/brawny. For more information on WWP, please visit www.woundedwarriorproject.org.