



## Help A Hero: Talking Points

We're entering our 11th year for Sport Clips Haircuts locations nationwide to support U.S. service members through our Help A Hero program. The Founder and CEO of the company, Gordon Logan, is an Air Force veteran who believes in giving back to those who serve...and so do we.

Each year, Sport Clips' Help A Hero campaign raises funds for service member and veteran scholarships, and this year our campaign will run from October 16 through November 11, Veterans Day. On Veterans Day, we celebrate the "biggest haircut day of the year" and participating stores will donate \$1 from every haircut service to the program. Certain locations also will offer free haircuts to veterans and active duty military.

In 2017, we broke our fundraising goal of \$1 million dollars, bringing in \$1.25 million for the program. For 2018, we have set our goal at \$1.5 million. Our generous clients and vendor partners have helped Sport Clips provide more than 1,100 scholarships of up to \$5,000 each through the VFW. To date, we have provided nearly \$5 million in scholarships.

Anyone can salute a hero and support Help A Hero scholarships by donating online or when they get a haircut at Sport Clips during our annual campaign.

Scholarship recipients are qualified service members and veterans in need of assistance in completing their educational goals at colleges, universities and trade schools without incurring excessive student loan debt.

Sport Clips Help A Hero Scholarships provide service members and veterans with financial support of up to \$5,000 to be used toward tuition as they complete academic or technical degrees and work toward a civilian career. Not all U.S. service members qualify for 100% of the GI Bill benefits, and military TA has some limitations, so our program helps to fill those gaps.

Applications for spring 2019 will be accepted online at [VFW.org/scholarship](http://VFW.org/scholarship) from August 1 through November 15. The scholarship awards are paid directly to the recipients' accredited school.

Sport Clips is committed to providing support to veterans as they return from military duty and move on to the next chapter of their lives, and the scholarship program is just one of the ways we say "thank you for your service."

To learn more about Help A Hero and the scholarship program, visit [SportClips.com/Hero](http://SportClips.com/Hero).

Sport Clips is the nation's leading men's and boys' hair care provider, with almost 1,800 locations across the country and in Canada, and is the official haircutter of the VFW.

