



Press Release Boilerplate with Instructions

Purpose

This press release template is designed to help state-level winners of Military Friendly®'s 2025 Veteran of the Year® and Vetrepreneur of the Year® awards publicly announce their recognition. It honors your achievement while aligning with Military Friendly® brand standards.

Step-by-Step Instructions

1. Customize the Template

Replace the bracketed placeholders with your specific details:

- [State] → Your state (e.g., Texas)
- [Recipient Name] → Your full name
- [Veteran of the Year® / Vetrepreneur of the Year®] → Choose the correct award title
- [City, State] → Your city and state of residence or business
- [Brief highlight of achievement or impact] → One or two sentences summarizing why you were selected or community/business goals.
- [Recipient Quote] → A personal quote (3–5 short sentences) about what the award means to you and how you plan to use it to uplift your community
- [Link to your profile on the List] → Your personalized Military Friendly® profile link

2. Best Practices for Release:

Logos were sent to you via your Military Friendly® certifier. **Use only the official logo provided.**

- Include a link to your Military Friendly® profile or the full list of state winners:
- militaryfriendly.com/oy/veteran/state
- militaryfriendly.com/oy/vetrepreneur/state

3. Terminology Usage

The term Military Friendly® must always include the ® symbol and follow trademark guidelines. Do not abbreviate or modify the designation.

- Use the correct award title: “Veteran of the Year®” or “Vetrepreneur of the Year®” with no alterations.
- For support with formatting, brand usage, or outreach strategy, refer to the official guidelines.



FOR IMMEDIATE RELEASE

Military Friendly® Announces 2025 [State] Winner for [Veteran of the Year® / Vetrepreneur of the Year®]

[City, State] — Military Friendly® is proud to honor [Recipient Name] as the 2025 [State] [Veteran of the Year® / Vetrepreneur of the Year®], recognizing their outstanding leadership, service, and impact within the [State] veteran community. This year's awards program received hundreds of nominations and tens of thousands of votes, resulting in one Veteran of the Year and one Vetrepreneur of the Year for each state. Each state winner was selected for their local contributions and embodiment of military values in civilian life.

[Recipient Name] was chosen for [brief highlight of achievement or impact], representing the spirit of continued service and community transformation. Their work reflects the mission of Military Friendly® to spotlight veterans who lead with purpose and uplift those around them.

"The VOY awards program is more than just recognition; it's a declaration of what veterans continue to build after service: resilient communities, ethical businesses, and purpose-driven leadership. At Military Friendly®, we honor those who transform their military values into civilian opportunity. Every nominee, state, and national winner reminds us that service doesn't end, it continues, it evolves." Kayla Lopez, Vice President of Memberships, Military Friendly®

[Recipient Quote (What the award means to them and how you plan on leveraging the award to lift the community- keep brief 3-5 short sentences.)]

These honorees represent the very best of veteran excellence, leaders who continue to serve, inspire, and transform their communities. Military Friendly® salutes their achievements and invites the nation to join in honoring their legacy.

To learn more about [Recipient Name] 2025 [Veteran of the Year® / Vetrepreneur of the Year®] [Link to your profile on the List]

To view the full list of the 2025 Veteran of the Year® State winners, visit:
<https://www.militaryfriendly.com/oy/veteran/state/>

To view the full list of the 2025 Vetrepreneur of the Year® State winners, visit:
<https://www.militaryfriendly.com/oy/vetrepreneur/state/>



FOR IMMEDIATE RELEASE

Military Friendly® Announces 2025 National Winner for [Veteran of the Year® / Vetrepreneur of the Year®] in the Category of [Award Category]

[City, State] — Military Friendly® is proud to honor **[Recipient Name]** as the 2025 National **[Veteran of the Year® / Vetrepreneur of the Year®]** in the category of **[Award Category]**, recognizing their exceptional leadership, service, and impact across the nation. This year's awards program received hundreds of nominations and tens of thousands of votes, culminating in national winners selected across key categories that reflect the diversity and excellence of the veteran community.

Each national honoree was chosen for their outstanding contributions in areas such as corporate leadership, community impact, higher education, nonprofit service, entrepreneurship, and more. **[Recipient Name]** was selected for **[National Title Category or Impact Category]**, representing the spirit of continued service and transformation. Their work reflects the mission of Military Friendly® to spotlight veterans who lead with purpose and uplift those around them.

"The VOY awards program is more than just recognition; it's a declaration of what veterans continue to build after service: resilient communities, ethical businesses, and purpose-driven leadership. At Military Friendly®, we honor those who transform their military values into civilian opportunity. Every nominee, state, and national winner reminds us that service doesn't end, it continues, it evolves." Kayla Lopez, Vice President of Memberships, Military Friendly®

[Recipient Quote: What the award means to them and how they plan to leverage it to uplift others. Keep it to 3–5 short sentences.]

These honorees represent the very best of veteran excellence, leaders who continue to serve, inspire, and transform their communities. Military Friendly® salutes their achievements and invites the nation to join in honoring their legacy.

To learn more about **[Recipient Name]**, the 2025 National **[Veteran of the Year® / Vetrepreneur of the Year®]** in **[Award Category]**, visit: **[Link to your profile on the List]**

To view the full list of the 2025 Veteran of the Year® National and State winners, visit: militaryfriendly.com/oy/veteran/state

To view the full list of the 2025 Vetrepreneur of the Year® National and State winners, visit: militaryfriendly.com/oy/vetrepreneur/state.