



Worn in the USA: Ford ‘Proud to Honor’ Merchandise Sales to Benefit DAV (Disabled American Veterans), Blue Star Families

- Ford launches online store for Proud to Honor merchandise; 100 percent of Ford profits to benefit DAV (Disabled American Veterans) and Blue Star Families
- Proud to Honor merchandise catalog includes T-shirts, ball caps, bags, tumblers and more
- Charitable initiative is the latest campaign designed to strengthen automaker’s relationship with U.S. service members and veterans

DEARBORN, Mich., Sept. 9, 2020 – To further its Proud to Honor initiative and strengthen its decades-long relationship with the U.S. military, Ford today is launching an online store stocked with merchandise to raise money for two nonprofit military organizations.

Ford will give 100 percent of its profits from sales of Proud to Honor merchandise – available at fordproudtohonor.com/store – to DAV (Disabled American Veterans), an organization established following World War I that helps more than 1 million veterans every year to access the healthcare and benefits they earned through military service, and Blue Star Families, a national organization dedicated to strengthening America’s military families through community building.

“You can never do too much to honor the service of these brave men and women, and you never stop trying,” said Mark LaNeve, Ford vice president, U.S. marketing, sales and service. “That’s what Proud to Honor does, it never stops trying. This online store is just one example of a year-round effort to support these families who are so deserving.”

Available merchandise includes T-shirts, hats, bags, tumblers and more. Contributing to two organizations such as DAV and Blue Star Families continues the decades-long support Ford has shown for U.S. service members.

“Ford has been a valuable friend and partner to DAV for nearly a century, since Henry Ford provided 50 Model T Ford vehicles to help disabled World War I veterans attend the organization’s second national convention in 1922,” said DAV National Adjutant Marc Burgess. “We are humbled and grateful to be a part of the Proud to Honor initiative aimed at improving the lives of veterans and their families.”

Blue Star Families echoed that sentiment.

“We are honored to be a beneficiary of the Proud to Honor initiative,” said Kathy Roth-Douquet, CEO of Blue Star Families. “Because of caring partners like Ford, who fund our efforts, we can help military families plant deep roots and foster meaningful connections within their local communities – no matter where their service takes them.”

In addition to browsing the new merchandise, visitors to the Proud to Honor website will find details of other work Ford is doing with the U.S. military and its service members. The website features impact stories, military incentives and more.

Ford launched the Proud to Honor initiative last fall to strengthen its long-standing relationship with U.S. service members. Earlier this year, Proud to Honor worked closely with Vanessa Benson, retired army colonel, to donate more than 200,000 face shields to U.S. military bases around the world, part of the company’s response to help combat the COVID-19 pandemic.

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

About DAV

DAV empowers veterans to lead high-quality lives with respect and dignity. It is dedicated to a single purpose: fulfilling our promises to the men and women who served. DAV does this by ensuring that veterans and their families can access the full range of benefits available to them; fighting for the interests of America's injured heroes on Capitol Hill; providing employment resources to veterans and their families and educating the public about the great sacrifices and needs of veterans transitioning back to civilian life. DAV, a non-profit organization with more than 1 million veteran members, was founded in 1920 and chartered by the U.S. Congress in 1932. Learn more at www.dav.org.

About Blue Star Families

Blue Star Families builds communities that support military families by connecting research and data to programs and solutions, including career development tools, local community events for families, and caregiver support. Since its inception in 2009, Blue Star Families has engaged tens of thousands of volunteers and serves more than 1.5 million military family members nationwide. With Blue Star Families, military families can find answers to their challenges anywhere they are. For more information, visit www.bluestarfam.org or follow us on Facebook (@BlueStarFamilies) or Twitter (@BlueStarFamily).