



Sport Clips Haircuts Kicks-Off Annual Effort to Help Heroes Call Home

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For the fifth straight year, [Sport Clips Haircuts](#) is helping make phone calls home possible for deployed and hospitalized U.S. service members through its “Help a Hero” campaign, benefitting *VFW’s Operation Uplink™*. Through November 13, more than 800 Sport Clips locations nationwide will raise funds to continue to provide service members with free phone time once a month and on holidays throughout the year.

“Some believe that the draw down in troops and access to the Internet means phone calls aren’t as important to service members as they once were. However, since 2007, through our Help a Hero program, service members have been afforded more than 1.3 million calls to loved ones and spent 15 million minutes talking to them through company and client donations,” said Sport Clips Founder and CEO Gordon Logan. “These calls are more than just ‘morale’ calls. They’re often a lifeline for those who are far from home – sometimes on their second or third deployment. The calls were important to me when I was overseas in the Air Force, and are still important today.”

Since setting their first goal at \$30,000 in 2007, Sport Clips has more than doubled their goal for the program each year. This year, the franchise is aiming to raise \$500,000 for Help a Hero by collecting donations at check-out. Also, [Sport Clips](#) will donate \$1 from every hair care service on Veterans Day, Friday, November 11 – what the company calls “The Biggest Haircut Day of the Year.”

“This is a remarkable expression of gratitude to all the brave men and women of our armed forces for their sacrifice and dedication made by hundreds of respective Sport Clips franchise owners, managers, enthusiastic employees and Sport Clips patrons. VFW is so fortunate to have forged such a strong friendship with Mr. Logan and his nationwide Sport Clips team. I hope that together we can continue to work and provide for our nation’s defenders well into the future,” said VFW National Commander Richard DeNoyer.

Sport Clips is now VFW’s largest single-donation free call day sponsor, having donated more than \$860,000 to *Operation Uplink* since 2007. Click [here](#) for a list of participating Sport Clips locations.

To learn more about *Operation Uplink* and other VFW National Military Services programs, click [here](#).



National Military Services is a department of the Veterans of Foreign Wars of the United States (VFW). If you have questions about this Update, please contact Michael Penney, National Military Services Director, at mpenney@vfw.org or 816-756-3390.