

## Boot Company Kicks off GI Calling Card Program

**Military troops will be able to call home for the holidays, thanks to phone card donations.**

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Justin Brands, Inc., in partnership with the Armed Forces Foundation, Adopt-a-Chaplain, Inc., and Sprint, will donate 46,000 calling cards (totaling 1,380,000 minutes) that will allow men and women in the United States Armed Forces to call home for the holidays.

"Giving back is part of our western industry as well as our company's heritage and corporate culture," says Randy Watson, president and CEO of Justin Brands, Inc. "If we find ourselves in a situation where we're capable of helping, we do. Here, we figured out a way to re-allocate our resources to benefit troops and their loved ones who aren't able to be together this holiday season." Justin Brands, Inc. hopes the outreach will brighten the season for those serving in 11 countries this holiday season.

"All of us at the Armed Forces Foundation are honored and thankful to be a part of this generous donation. We work with service members and their families all over the world, and one of the most helpful items they can receive is a phone card," says Patricia Driscoll, President of the Armed Forces Foundation. "We are grateful for Justin Brands' donation and will make sure the cards get into the hands of troops and families that need them."