



September 9, 2010

\$10,000 to be Raised for Needy U.S. Military Vets. Will You Do Your Part?

[ARMing Heroes](http://www.armingheroes.org) (www.armingheroes.org), the accounts receivable management industry's non-profit dedicated to serving U.S. veterans (hence "ARM" in "ARMing"), has announced the launch of its **First Annual Veteran's Day Charity Fundraising Drive** ("the drive"). If you are reading this, then the organization needs financial and other forms of support from you and your company in order to reach the drive's goal of raising \$10,000 for U.S. military veterans.

About the Drive

The drive will begin at 8:46 AM EST on Saturday, September 11, 2010, and conclude at 11:00 AM PST on Veterans Day, Thursday, November 11, 2010. The starting time coincides with the anniversary of the first attack on the World Trade Center in 2001, while the ending time coincides with the anniversary of the official cease fire at the end of World War I, a date later adopted for use as Veterans Day in the United States.

The goal of the drive is to raise \$10,000 or more and disburse most or all of the funds in time for the holidays, both directly to veterans who have applied for aid and indirectly through in-kind donations to one or more large national veterans' charities on behalf of the ARM industry.

Donors interested in making a difference in the lives of veterans can send a check or money order payable to "ARMing Heroes" to P.O. Box 353, Collingswood, NJ 08108 or can also [click here to visit the ARMing Heroes website to make an online donation](#). All donations are tax deductible. All donors will be recognized (where permitted) on the ARMing Heroes website and will be updated in December with information on how their donation specifically helped a veteran or veterans.

ARMing Heroes Board of Trustees Vice President Howard Sorber, himself a disabled veteran of the Vietnam Era, commented, I am proud to be part of this noble effort, and I am enriched knowing that we provide some relief to our war fighters in their time of need. We have called on them time and time again to serve our country in our time of need, so let's do what we can in return. Many of you have served and many of you have felt the pain of war and understand the difference our efforts can make in the lives of our veterans. They need to know we care and that we will always be here for them. What really matters is that you show the willingness to provide what



you can to help our heroes. We do this because, as Winston Churchill put it, we ‘must – in spite of personal consequences, in spite of obstacles and dangers and pressures -- and that is the basis of all human morality’.”

About ARming Heroes

ARMing Heroes was founded and began operating in March, 2009. The organization’s mission is to serve the needs of U.S. military veterans, including their spouse and children. ARming Heroes fills a charitable niche by linking people identified with employment, credit, and financial counseling needs with the accounts receivable management industry, an industry uniquely poised to help in these areas. Persons interested in volunteering their time and others interested in applying for benefits or pledging other forms of support are encouraged to contact the organization at www.armingheroes.org.