



Contact: Meghan McDermott Meghan@BootCampaign.com

5th Annual Pushups for Charity Unites Americans in Goal to Raise \$1 million for Veterans Through The Boot Campaign

Leeann Tweeden, Lorenzo Lamas, and Nick Searcy are among the celebrities making the push for our troops. Registration Opens Nationwide on April 1st.

Austin, TX (March 25, 2014) – 5th Annual Pushups for Charity is coming to your hometown this Armed Forces Day, May 17th. Join celebrities Leeann Tweeden, Lorenzo Lamas and Nick Searcy in making the push. See their official PSA here: <http://youtu.be/TKlpZ2d6X7E> Starting on Armed Forces Day, May 17, 2014, Americans throughout the country will show their support of the 1.4 million men and women who are currently serving by doing as many pushups as they can in 90 seconds. Pushups for Charity's goal is to have Americans complete 1.4 million pushups and raise \$1 million to serve troops through the Boot Campaign, which helps veterans by providing jobs, housing, education, wellness, urgent assistance and family support.

In past years, Pushups for Charity has raised more than \$600,000 for the Boot Campaign.

“It doesn't matter how many you can do or how well you can do them, all that matters is that you come out to push,” said SSgt. Joey Jones (USMC Ret.), Boot Campaign Hero Ambassador. “Pushups for Charity is a fun way to connect communities all over the country with their hometown heroes coming back from war.”

Devote 90 seconds to pushups and you will make a life-changing impact on the lives of those who bravely serve our country. Pushups for Charity events are already planned across the country in Hawaii, Alaska, Dallas, Houston, San Diego, Nashville, Los Angeles, Orlando, Phoenix, and Brooklyn to name a few. Sign up now to host an event in your city <https://www.pushupsforcharity.com/host> Participant registration opens April 1st on <http://PushupsforCharity.com>

(more)

The **Boot Campaign** is a national 501c3 nonprofit that is dedicated to showing tangible appreciation of our active military, raising awareness of the challenges they face upon return and supporting their transition home. The Boot Campaign cultivates awareness, promotes patriotism, and provides assistance to military, past and present, and their families. Through the sale of its signature military combat boots, general public donations, and corporate sponsorship, the Boot Campaign operates six distinct initiatives -- Jobs, Housing, Education, Wellness, Urgent Assistance and Family Support-- that are caring for military personnel, past and present, healing from a variety of physical and emotional combat wounds, embodying the campaign motto that, "When They Come Back, We Give Back". www.BootCampaign.com

####

Media Contact: Meghan McDermott Meghan@BootCampaign.com 281-798-8385