

PRESS RELEASE



Contact: Wendy Marx, Marx Communications, (203) 445-2850, wmarx@marxcommunications.com

***#OperationReSupply* Enlists Military Community To Fulfill Holiday Wish-Lists of 15 Homeless Veterans Shelters**

BOSTON, Dec. 13, 2016 – Military marketplace provider [ReSupply](#) today announced a mission to help the U.S. armed forces community fulfill the holiday wish-lists of 15 homeless veteran shelters across the nation.

From Dec. 16 through Jan. 1, *#OperationReSupply* will enable the military community of retired and current service personnel and their families to use the mobile ReSupply App to find, acquire and ship most-needed items, on a master shelter wish list, including everything from winter clothes to household goods.

“While our app is still in its early stages of development, we didn’t want to wait to make an impact,” said Paul Tocci, CEO and founder of ReSupply. “By accomplishing *#OperationReSupply* today, the community will show us how to improve the technology for tomorrow.”

Tocci said managers of the shelters to receive items report a wide range of challenges they face with receiving donations. “There is really an absence of technology in this space,” he said, “these veteran shelters are run by truly amazing individuals, but they are limited by the resources of their local communities. With *#OperationReSupply*, we’re using our app to connect these organizations with the military community at large.”

How it works:

All within the ReSupply mobile app (available here for [iOS](#) and [Android](#) devices), users can list items for donation or sale in less than 30 seconds. Donated items will be matched with a shelter by a ReSupply brand ambassador, and the donor will receive a prepaid shipping label in the app. Users also may sell items, including items that are or are not on the master shelter wish list. Those not in the military can participate by helping with the shipping costs associated with the campaign. ReSupply has set up a Go Fund Me page for civilians, located here: ([Link to go fund me](#))

“We appreciate the participation of *#OperationReSupply* sellers, as well as donors,” Tocci said. “We understand donation is not an option for everyone. Moreover, our core business is military trade, and our platform is designed for users to buy and sell everything, all year. Therefore, we plan to donate 100 percent of the payment processing proceeds from sales on the app directly to the receiving shelters.” You can watch the official *#OperationReSupply* campaign video here: (link to Facebook videos)

About ReSupply:

ReSupply originally was founded at the United States Military Academy in Spring 2016 to allow West Point cadets to buy, sell and trade within their enclosed network. In two weeks, the app had spread to multiple Army installations, and the ReSupply founders realized a greater need.

Four months later, the ReSupply team had partnered with ID.me to verify a users’ military connection, and recoded and rebranded. ReSupply recently relaunched the app as a military marketplace – a platform for service members and their families to use to buy, sell and ship within their trusted network. Gone are the days of strangers, scams and stressful PCS moves. ReSupply is the future of military trade, giving users the ability to ‘trade on trust’.

About the Shelters:

For *#OperationReSupply*, ReSupply has joined forces with 15 homeless veteran shelters, together covering every region of the United States. All shelters share the mission of getting homeless veterans off the streets, and helping them reintegrate into a more stable life. These shelters vary in the resources they need, but all are 501(c)(3) nonprofit organizations capable of receiving donations.

