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**October 17, 2017** **Email:** amanda@evolveprandmarketing.com

**Inaugural HeroZona to Entertain, Honor and Help Employ Arizona’s Veterans**

*Arizona Business Leaders, Officials, Sports Executives Come Together for Week of Veterans Day Events*

**PHOENIX –** United we stand, divided we fall. No one knows better what it’s like to transition into civilian life after military service than a fellow veteran.

This is why award-winning serial entrepreneur and Operation Desert Storm veteran Alan “AP” Powell is launching a week-long engagement by and for Arizona veterans this November. The series of events, called [HeroZona](https://www.herozona.com), will take place Nov. 4 through 12 throughout Metro Phoenix. It includes job fairs for veterans, networking opportunities, public recognitions at sporting events, festival and activities.

HeroZona's appeal spans industries and government offices. It has been supported by retired US Air Force Col. Wanda A.Wright, appointed by Gov. Doug Ducey in 2015 as the first female director of the Arizona Department of Veterans' Services, as well as Phoenix Mayor Greg Stanton and Nielsen’s Vice President of Supplier Diversity Lamont Robinson.

“The community is taking its support for veterans to a whole new level,” said Phoenix Mayor Greg Stanton at the event’s kick-off luncheon.

The most notable HeroZona events include the HonorWalk, Salute to Veterans Festival, a job and hiring fair and expert panel of local business owners. More information about each is below.

**Friday, Nov. 10:** [**Veteran Business Panel + NaVOBA Awards**](https://tickets.ticketraccoon.com/event/herozona-veteran-business-panel)**, 12:30 p.m. at Phoenix Convention Center**

Once a leader, always a leader. Seven percent of Arizona’s population is veterans, and there are many lessons to be learned and shared among them. From starting one of the largest master planned community development companies in Arizona with the $38 in their pocket to running an NBA franchise, three Arizonans who became entrepreneurs after their military service will discuss their transition into civilian life at a free luncheon on Friday, Nov. 10, at the Phoenix Convention Center. The panel, moderated by CNN’s military analyst Major General James A. “Spider” Marks (Ret.), will include Edward J. Robson of Robson Resort Communities, Paul Smiley of Sonoran Technology and Jason Rowley the president of the Phoenix Suns.

**Friday, Nov. 10:** [**Arizona Roadmap Hiring Event**](https://arizonaatwork.com/events/city-phoenix/herozona-arizona-roadmap-hiring-event-phoenix)**, 9 a.m. to 4 p.m. at Phoenix Convention Center**

This is more than a job fair – it’s a hiring event. Veteran job seekers could potentially land an interview the same day as the event. Veterans interested in participating are strongly encouraged to register and submit a resume online before the event. Walk-ins are also welcome.

**Saturday, Nov. 11:** [**Salute to Veterans Festival**](http://www.salutetoveterans.com/)**, 1 to 5 p.m. at Steele Indian School Park**

After the Phoenix Veterans Day Parade – the third largest in the country – join tens of thousands of participants and spectators at the Salute to Veterans music and comedy festival at Steele Indian School Park. HeroZona and [Checkered Flag Run Foundation](https://www.checkeredflagrunfoundation.org) founder Alan “AP” Powell is one of the appointed grand marshals. The mainstay parade ends around 1 p.m., after which visitors are encouraged to catch a free performance by American Hitmen – a band of Marine Corps Combat Veterans – and the GIs of Comedy – nearly a dozen warrior comedians who have served in the Army, Navy, Air Force and Marine Corps. One of Arizona’s well-known veterans, Sen. John McCain, who served in the U.S. Navy, will also be honored with a Lifetime Service Award.

**Sunday, Nov. 12:** [**7th annual Honor Walk**](https://www.honorwalk.com/)**, 7 a.m. at Talking Stick Resort Arena**

HeroZona finishes with the 7th annual Honor Walk and 5k Fun Run on Sunday, Nov. 12, at Talking Stick Resort Arena in downtown Phoenix. Vintage aircraft will fly over the walk route, escorted by the Patriot Guard Riders. Veterans can participate for free. Registration for non-veterans is $30 or $50 to include a T-Shirt.

For a full list of HeroZona events, visit herozona.com.

**About HeroZona**

Founded by Alan “AP” Powell, HeroZona is a week-long Veterans Day engagement that provides Arizona’s 500,000-plus veterans a multi-day networking event. This year, Powell has received the American Association for Access, Equity and Diversity’s Edward M. Kennedy Community Service Award, Greater Phoenix Urban League’s Whitney M. Young Jr. Award and City of Phoenix’s Dr. Martin Luther King Jr. Living the Dream Award. In 2016, he received the Arizona Black Chamber of Commerce Corporate Star Award.

**About NaVOBA**

The National Veteran-Owned Businesses Association’s mission is to create opportunities for America’s veteran-owned businesses. More than 3 million men and women who have served in the armed forces have started their own small businesses after their service.

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