



June 12, 2017

RE: Healing Heroes' Project

I am writing to give you an update on Armstrong's latest community effort we call the "Healing Heroes' Project." If you Haven't seen the public service announcements on your television, or any of the online advertising we have done, the company-wide initiative entails a partnership between Armstrong, Guardian Angels Medical Service Dogs, Inc. out of Williston, FL and national firm called Veterans Cable. Guardian Angels is a 501(c)(3) non-profit organization that rescues, raises, trains and donates medical service dogs to assist veterans struggling from disabilities such as PTSD (Post Traumatic Stress Disorder), traumatic brain Injuries, seizure disorders, and more. With the help of our communities, customers and employees, Armstrong's Healing Heroes mission was to underwrite the provision of service dogs to Veterans in the communities we serve. Through various fundraising activities and opportunities Armstrong committed to match all funds raised with an initial goal of supporting five dogs and it is with great enthusiasm that we announce the GREAT news!!! That we have already raised enough money for the original goal! The project will continue on for at least through the remainder of the year, and based on our projections, we may be able to raise enough for 8 dogs, which would be wonderful! I am truly humbled by the response we have gotten from our team and our communities and customers.

We are now moving forward with identifying veterans in our communities who would be good candidates for a service dog. Although the Veteran's Administration is trying to be helpful, they have no structured process of identifying vets who are "Danger Close" as they say. The mission of Armstrong's Healing Heroes is to get dogs paired with vets who really need them and tragically, despite 22 veterans a day committing suicide due to PTSD and TBI (traumatic brain injuries) and the fact that this number goes to nearly zero for vets who have service dogs, we need your help to get them deployed.

If you or anyone in your constituent services departments knows of anyone in our community that is "Danger Close" that you think would be a good candidate, please pass on their name to Tara Hardsock whose contact information is below. She will get their name to Guardian Angels Medical Service Dogs where they have a process in place to review and grant applications. Armstrong is not directly involved in the selection process, preferring it be done objectively by an unaffiliated group of professionals that really understand what is best for the recipients and the dogs.

We are also contacting local veteran groups and VFW's to seek potential candidates and are hoping to begin matching our dogs with vets in the fall. There is no due date for having names but the sooner, the better.

Again, thank you for all you do for our company, customers, our communities, and this worthy project.

Best regards,

Melinda Weaver
General Manager