

WWP News & Media: Veteran Group Outings, Charity Events, Helping Vets

## SMARTSOURCE MAGAZINE CELEBRATES VETERANS DAY BY SUPPORTING WOUNDED WARRIOR PROJECT WITH SPECIAL COUPON INSERT THIS SUNDAY

### **More than 40 Major U.S. Brands Participate by Offering Significant Savings and Support for Veterans Programs**

**New York, NY and Jacksonville, FL (October 30, 2013)** — News America Marketing (NAM), the premier publisher of coupons in the U.S. and Canada, today announced that the Sunday, November 3 issue of its widely distributed SmartSource Magazine® coupon insert is dedicated to Wounded Warrior Project's® (WWP) Believe in Heroes® campaign. Believe in Heroes raises funds for critical veteran programs provided by WWP, as well as broadens awareness for our injured service members and newest generation of veterans. More than 40 brands have pledged their support for this cause and are offering high value coupons in this special insert, with a total value of nearly \$40.

The November 3 SmartSource Magazine will feature a special Believe in Heroes insert that will be distributed to over 53 million households in honor of Veterans Day. The insert will feature coupons from dozens of favorite household brands. Consumers will be directed to [www.wpbelieve.org](http://www.wpbelieve.org), where both English and Spanish versions of the coupons will be available for printing. The site will also provide the opportunity to make a donation to WWP, in hopes that shoppers will donate some of their savings back to the organization. New to this year's campaign, special coupons will also be available to consumers via the [SmartSource Xpress](#) mobile coupon application which will load the savings to shoppers' loyalty cards of participating retailers. Additionally, thousands of grocery stores throughout the country will promote Believe in Heroes through custom programming, circulars, in-store programs with special signage, point-of-purchase materials and contribution tear pads at the checkout lane.

Conceived in 2010 by [Acosta Sales & Marketing](#), a leading full-service sales and marketing agency in the consumer packaged goods (CPG) industry, the Believe in Heroes campaign has grown to bring dozens of major brands and grocery retailers together in support of WWP and the Wounded Warriors they serve. Since the campaign was started, nearly \$10 million has been raised for WWP programs.

"We strive to honor America's veterans and support their challenges and opportunities with our annual Believe in Heroes insert," said Marty Garofalo, EVP, News America Marketing. "We strongly encourage shoppers to visit [www.wpbelieve.org](http://www.wpbelieve.org) to learn more about the organization, take advantage of all the special Veterans Day savings offers, and make a donation to this incredibly worthy cause."

News America Marketing is a strong supporter of our country's service men and women. NAM has been a partner of the Believe in Heroes campaign since 2011, and for the past five years, the organization has sponsored an all-expense paid trip to the Super Bowl for two members of the US Marine Corps and their guests, and will do so again for the 2014 game. Additionally, NAM holds annual fundraisers in its individual offices for WWP as well as supporting Operation Gratitude, an organization that annually sends 100,000 care packages to service members and their families.

WWP's vision is to foster the most successful, well-adjusted generation of injured service members in our nation's history. Tens of thousands of Wounded Warriors and families receive support each year through programs designed to nurture the mind and body, and encourage economic empowerment.

For more information about the 2013 Believe in Heroes campaign, please visit [wwpbelieve.org](http://wwpbelieve.org).

## **News America Marketing®**

News America Marketing is the premier marketing partner of some of the world's most well known brands. From our iconic Sunday coupon insert, SmartSource Magazine®, to our pioneering coupon app, SmartSource Xpress®, News America Marketing's SmartSource® branded advertising and promotional programs are an integral part of America's shopping routine. We reach millions of consumers each day through our network of 1,700+ publications<sup>1</sup>, 52,500 retail stores<sup>2</sup>, 300 partner sites including our own SmartSource.com<sup>3</sup> as well as through our popular coupon app SmartSource Xpress®. Since 1988, we have delivered advertising and promotions that are proven to help brands succeed.

For more information, please visit [newsamerica.com](http://newsamerica.com) or [smartsource.com](http://smartsource.com).

<sup>1</sup>NAM market list effective 7.14.13

<sup>2</sup>Based on NAM's SSCM as of cycle 7, 2013 for all COT except Domestic COT is based on NAM's Carts program and Book COT is based on NAM's Shelftalk program

<sup>3</sup>As of June 2013

## **About Wounded Warrior Project**

Wounded Warrior Project is recognizing its ten-year anniversary, reflecting on a decade of service and reaffirming its commitment to serving Wounded Warriors for their lifetime. The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. WWP's purpose is to raise awareness and to enlist the public's aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit [woundedwarriorproject.org](http://woundedwarriorproject.org).

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<https://newsroom.woundedwarriorproject.org/2013-10-30-SMARTSOURCE-MAGAZINE-CELEBRATES-VETERANS-DAY-BY-SUPPORTING-WOUNDED-WARRIOR-PROJECT-WITH-SPECIAL-COUPON-INSERT-THIS-SUNDAY>