

# Wounded Warrior Project to Receive Half-Million Dollar Donation from Nissan in Connection to "The Big Game"

## Nissan's #WithDad Family Campaign to support wounded veterans and their families

JACKSONVILLE, Fla., January 30, 2015 – Nissan's touching "With Dad" campaign, a 90-second, family-focused commercial kicked off during "The Big Game" this weekend. The "With Dad" campaign focuses on the difficult task of balancing work and life for families everywhere. Join us in celebrating your love #withdad.

In conjunction with the campaign, Nissan is donating \$500,000 to Wounded Warrior Project® (WWP) to help families of wounded veterans build better futures for themselves. The contribution will be used to support the 20 WWP programs and services offered to injured service members and their families, which focus on Mind, Body, Economic Empowerment and Engagement.

Nissan is also donating an additional \$500,000 to Habitat for Humanity, offering a unique opportunity for the organizations to team up. Later this year, WWP Alumni and Nissan employees will build a Habitat for Humanity house for a family in need.

"The 'With Dad' commercial follows the struggles of a hardworking and resilient family striving for togetherness over the years. At Nissan, we value and recognize the profound resilience needed as injured service members return home and work to heal in body and mind," said Fred Diaz, senior vice president, Nissan Sales & Marketing and Operations U.S., Nissan North America. "It's a similar struggle for many families with limited resources to construct, rehabilitate or preserve the cornerstone of their togetherness – their home. We're pleased that we're able to make this donation and bring these two great organizations together, along with building awareness and exposure to their causes."

"Transition from the military doesn't just impact the life of a wounded veteran; spouses and children live through these life adjustments as well, which is why Wounded Warrior Project takes a holistic approach to their healing," said Brea Kratzert, director of Strategic Partnerships for Wounded Warrior Project. "We are proud to partner with Nissan, and the 'With Dad' campaign. The campaign will shed light on what wounded veteran families face as they transition together, but it will also fuel our programs and services that help these families thrive."

To view the "With Dad" campaign visit <http://www.withdad.com/>.

For more information about the programs and services offered by WWP, visit <http://www.woundedwarriorproject.org/programs.aspx>.

## Wounded Warrior Project

Wounded Warrior Project® (WWP) has a vision of fostering the most successful, well-adjusted generation of wounded service members in our nation's history. To achieve this objective, WWP is committed to a lifetime of service and commitment through its mission: to honor and empower Wounded Warriors. WWP currently serves more than 63,000 warriors and over 9,000 family members through its 20 unique programs and services. The purpose of WWP 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 organization headquartered in Jacksonville, Florida. To get involved and learn more, visit [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org).

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<https://newsroom.woundedwarriorproject.org/2015-01-30-Wounded-Warrior-Project-to-Receive-Half-Million-Dollar-Donation-from-Nissan-in-Connection-to-The-Big-Game>