



FOR IMMEDIATE RELEASE

The Home Depot Foundation and HeroBox Las Vegas HeroDay

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Las Vegas, Nevada March 2014—On March 12, 2014, The Home Depot Foundation partnered with HeroBox to send 4,500 customized draw string bags to the troops. The bags were full of premium items donated by The Home Depot’s vendors. The event was hosted in Mandalay Bay in Las Vegas and took place during The Home Depot’s annual store managers meeting. Thousands of The Home Depot leadership gathered on Wednesday, March 12, where they went through an assembly line to pack each bag for an individual deployed service member. The bags were then put inside HeroBoxes and shipped to troops in Afghanistan and around the world.

HeroBox offers two main programs that connect U.S. sponsors with our deployed U.S. service members. The HeroDay Program enables state-side sponsors to host a one-time event where they send support to an entire deployed unit, and the myHero Program pairs a sponsor with an individual deployed service member in need of personalized support. HeroBox Program Director, Natalie Hynson, believes “HeroBox can facilitate the connection needed for our deployed to receive custom support and also offer a way for our nation to say *thank you*.”

Herobox is a nonprofit organization with a mission to provide the physical and moral support our heroes need while they are away from home. We are able to achieve this mission through programs that are designed to engage America’s greatest resource—the people.

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