

Harleysville Insurance Sponsoring Thanksgiving 'Free Call Day' for Troops in Middle East

Nov 18, 2008

HARRISBURG, Pa. — Harleysville Insurance will sponsor a Free Call Day this Thanksgiving for U.S. troops stationed in Afghanistan, Iraq and Kuwait. That's according to State Commander Larry Wade of the Department of Pennsylvania Veterans of Foreign Wars, which represents 119,000 combat veterans who have served in all wars dating back to World War II.

Kevin McGowan, Harleysville's personal lines marketing manager for western Pennsylvania, recently presented Wade with a ceremonial cell phone symbolizing the company's donation of more than \$50,000 to the VFW's "Operation Uplink," a national program that provides free telephone talk time to active duty military personnel and hospitalized veterans.

"Our company runs an incentive program called '2 for the Troops,'" explained McGowan, "in which we donate \$2 to Operation Uplink for every automobile and homeowners policy sold by our independent insurance agents. Based on the response so far, it's evident that our agents stand behind our desire to help the brave men and women stationed overseas connect with their loved ones back home." More than 100,000 troops are expected to take advantage of up to 1 million free phone minutes on Nov. 27.

The VFW's Wade praised Harleysville for its dedication to keeping troop morale high through Operation Uplink. "Care packages, letters and cards all are appreciated by troops in a war zone, but hearing a loved one's voice provides the best motivational boost. Just spending a few minutes talking with their spouses, siblings, children or parents closes the distance gap between them and those who mean the most to them," Wade said. "Speaking to their family also reminds them about whose futures they are protecting by defending freedom.

"Harleysville Insurance has committed far more time, energy and money to support Operation Uplink than any other Pennsylvania company," continued Wade. "Both Harleysville employees and their independent agents can take pride in knowing that their hard work has touched the lives of thousands of soldiers, sailors, marines and air force

NATIONAL HEADQUARTERS

406 W. 34th Street Office 816.756.3390
Kansas City, MO 64111 Fax 816.968.1157

WASHINGTON OFFICE

200 Maryland Ave., N.E. Office 202.543.2239
Washington, D.C. 20002 Fax 202.543.6719

info@vfw.org
www.vfw.org

personnel. As combat veterans, we in the VFW know what it means for troops to hear from family back home during service in war. Even the toughest soldiers who show bravery and dedication on the front line need to hear from those who they love. The emotional lift provided through a phone call home helps troops endure the hardships of living and fighting on foreign soil, and lifts the spirits of their loved ones back home, too.”

Harleysville Insurance is a leading regional provider of insurance products and services for small and mid-sized businesses, as well as for individuals, and ranks among the top 60 U.S. property/casualty insurance groups based on net written premiums.