Sport Clips Haircuts Kicks off Effort to Help Heroes Call Home

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For the fourth year in a row, the Nation's leader in men and boys hair care is teaming up with ***VFW Operation Uplink***™to raise awareness and money to make calls home possible for American service members overseas

Beginning Sunday, October 17, over 700 Sport Clips stores will kick off the company's annual "Help A Hero" fundraising campaign supporting Operation Uplink in their communities across the country.

Donations to "Help A Hero" will be collected in-store, through individual store fundraising events, and online at SportClips.com through November 13.

A key part of the effort will be "The Biggest Haircut Day of the Year" cut-a-thon on Veterans Day, Thursday, November 11, when the company will donate a dollar from every haircut service to the program.

"More than 344,508 connections with family and loved ones were made last year through Sport Clips' efforts. Last year they sponsored "Free Call Days" on Christmas, New Year's Day, Memorial Day, and Fourth of July.

"One of our own Sport Clips team members, Michele Taylor, personally benefitted from the effort last year." Taylor, an assistant store manager in Oklahoma received a call on Christmas day from her son, Army Specialist Terry Volmer, who was stationed in Afghanistan. "They were able to talk for over an hour. She told us it was the call she had hoped for all day,"said Sport Clips founder and CEO Gordon Logan, a veteran and lifetime member of the VFW.

"Since 2007, Sport Clips' amazing record of generosity has enabled them to sponsor numerous Operation Uplink Free Call Days, totaling 7,280,065 minutes worth of free calls home for soldiers and hospitalized veterans," says VFW National Commander-in-Chief Richard Eubank. "Their 'Help A Hero' campaign is a tremendous testament to their remarkable efforts toward demonstrating appreciation and gratitude to our nation's service

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members, veterans and their families. The VFW is deeply grateful to the Sport Clips family of managers and employees who understand the significant debt we all owe to America's defenders."

Sport Clips is now the VFW's largest single-donation free call day sponsor, having donated almost $500,000 to Operation Uplink since 2007. For more information, visit your local Sport Clips store or SportClips.com.