



Jostens and VFW Foundation Joining Forces to Support Nation's Veterans

Minnesota-based company to team up on a wide range of charitable and educational programs

Aug 31, 2012

The Veterans of Foreign Wars Foundation is proud to announce that it is teaming up with Jostens, a proud supporter of military programs that positively impact the community and provider of military rings. The company will be sponsoring a wide range of charitable and educational programs and services that celebrate and support active-duty military, veterans and their families. Jostens has worked with the VFW Foundation in previous years, supporting events such as the "Salute to Military Families" weekend at Michigan International Speedway, and through this collaboration will take on a larger role supporting the organization.

"We could not be more pleased to be working with such a well-respected company that provides life-lasting memories through their products," said VFW Foundation Director John Lowe. "Jostens has played a positive role in their communities since 1897 and we appreciate their support of America's military, veterans, and their often-forgotten families. We look forward to a long and beneficial relationship with the company."

"We are honored to help support every service member, active-duty and veterans, and their families through our partnership with the VFW Foundation," said Tim Larson, President and CEO, Jostens. "Jostens empowers people to personalize, share and remember their experiences and we understand that we could not do our job or celebrate our way of life without the sacrifice of the men and women in uniform."

Since 2004, the VFW has provided over \$4 million in emergency financial assistance to military families and over 6 million phone connections to service members overseas. Last year the VFW secured over \$2 billion in VA benefit claims on behalf of veterans across the country.

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About the Veterans of Foreign Wars Foundation:

The Veterans of Foreign Wars Foundation is the official charity of the Veterans of Foreign Wars of the United States (VFW), America's largest organization for combat veterans. Its mission is to support programs and services that provide emergency financial assistance for military families, free phone calls for deployed troops, VIP treatment for service members and their families at entertainment events, morale boosting events for military units, and critical services that guide veterans through VA entitlement claims. These programs and services are provided at no cost to the recipients. The VFW Foundation is one of the nation's highest rated 501(c)(3) non-profit organizations. For more information, please visit www.vfwfoundation.org.

About Jostens:

Minneapolis-based [Jostens](http://www.jostens.com) is a leading provider of school yearbooks and other memory book products, scholastic products such as class rings and graduation products, and products for athletic champions and their fans. The company's products also include military rings and keepsakes for the U.S. military and their academies. Jostens is a proud supporter of programs that positively impact the military community including the VFW Foundation, Team 4Mil and Wounded Warriors. Jostens is a subsidiary of Visant Corporation, a marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance, cosmetics and personal care, sampling and packaging and educational and trade publishing segments.