



UNTUCKit and NASCAR's Chase Elliott Team Up to Benefit VFW

UNTUCKit and the Chase Elliott Foundation to donate to the VFW's Help A Hero Scholarship and the Intrepid Fallen Heroes Fund

May 20, 2019

NEW YORK – UNTUCKit, one of the fastest-growing retail brands in the United States, announced today the launch of the Chase Elliott Limited-Edition Made in America Shirt to support military service members and veterans. Crafted in North Carolina, the shirt features Chase's No. 9 car mark stitched into the sail of a signature UNTUCKit button-down and will be available beginning today for \$109 at UNTUCKit.com/ChaseElliott.

The launch of UNTUCKit's Chase Elliott Limited-Edition Made in America Shirt coincides with the industry-wide launch of the NASCAR Salutes campaign from Memorial Day through Independence Day that honors the fallen, first responders, members of the military, and their families.

In honor of the shirt's launch, UNTUCKit is making a donation to the VFW's "Sport Clips Help A Hero Scholarship" which The Chase Elliott Foundation will match. The Foundation is also making a separate donation to the Intrepid Fallen Heroes Fund.

"This has been a shared passion project for Chase Elliott and UNTUCKit that began the moment we started working together," said UNTUCKit CEO and Co-founder Aaron Sanandres. "UNTUCKit has always supported the military and its veterans, so we're excited to find another way to honor them through this limited-edition shirt with Chase."

"I've enjoyed working with UNTUCKit over the last year, so I jumped at the chance to create a great product for a worthy cause with them," said 23-year-old Elliott, a four-time race winner on the NASCAR Cup Series circuit and reigning Most Popular Driver award recipient. "I have a lot of respect for people who dedicate their lives to causes greater than themselves and, as someone with family members who have served in the military, I'm

NATIONAL HEADQUARTERS

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

WASHINGTON OFFICE

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

info@vfw.org
www.vfw.org

excited to offer a product and donation in their honor.”

The [VFW's "Sport Clips Help A Hero Scholarship"](#) program provides scholarships to support service members and veterans as they work to get the education and training needed to begin the next chapter in their lives. The Intrepid Fallen Heroes Fund builds critical care centers for treating United States military personnel suffering the effects of traumatic brain injury and post-traumatic stress.

-vfw-

ABOUT UNTUCKIT

Created in 2011, UNTUCKit has given men a seamless way to look sharp and feel casual by creating shirts designed specifically to be worn untucked. Over the past 8 years, the brand has expanded to offering 50 fit combinations and 13 product categories—ranging from T-shirts and polos to sports jackets and pants—in addition to a wide selection of shirts, dresses, and blazers for women. UNTUCKit is dedicated to creating an unmatched shopping experience, with more than 60 physical retail locations across the U.S. and Canada. UNTUCKit also offers members of the armed forces, veterans, and military family members 25 percent off any order online and in-store. For more information, visit UNTUCKit.com.

ABOUT INTREPID FALLEN HEROES FUND

The Intrepid Fallen Heroes Fund is a leader in supporting the men and women of the United States armed forces and their families. Established in 2000, IFHF has provided over \$200 million in support for the families of military personnel lost in service to our nation, and for severely wounded service members and their families. Today IFHF is leading efforts to help service members suffering the terrible effects of traumatic brain injury (TBI). TBI afflicts hundreds of thousands of men and women who have selflessly served in defense of our nation. To help address this urgent need, the Intrepid Fallen Heroes Fund is building a series of ten specially-designed treatment facilities, called Intrepid Spirit Centers, at military bases around the nation. Within these centers, service members receive the most advanced and proven care to address the complex symptoms of TBI, with the goal of returning these men and women to their duties in the armed forces. Seven Intrepid Spirit Centers are already open and serving America's brave service members, and the care provided has allowed more than 90% of patients to continue their service in the armed forces. Construction on the eighth Center began in May 2019. For more information about this effort, visit FallenHeroesFund.org.

ABOUT CHASE ELLIOTT

Chase Elliott, 23, is the driver of the No. 9 Chevrolet Camaro ZL1 for Hendrick Motorsports in the NASCAR Cup Series. In 2014, Elliott became the youngest driver ever to win a NASCAR championship at age 18 in the NASCAR Xfinity Series. He entered the premier NASCAR Cup Series full-time in 2016 aboard the famed No. 24 previously driven by retired racing legend Jeff Gordon. Elliott changed to the No. 9 car in 2018 and earned his first three career Cup Series victories, qualifying for his third consecutive NASCAR Playoffs. At Talladega Superspeedway this April, Elliott earned his fourth career win and qualified for the 2019 playoffs. Elliott hails from Dawsonville, Ga. and is the son of NASCAR Hall of Famer Bill Elliott, the 1988 NASCAR Cup Champion and a two time Daytona 500 winner. The younger Elliott won NASCAR's Most Popular Driver award in 2018, an honor his father won a record 16 times throughout his legendary career. For more information about Chase Elliott and the Chase Elliott Foundation, visit ChaseElliott.com.

MEDIA CONTACTS

Serria Thomas, PR Manager
UNTUCKit
s.thomas@untuckit.com
(260) 446-2313

Steve Pegram
PROSPORT Management / Chase Elliott Foundation
steve@prosportmanagement.com
(704) 360-1518