Sport Clips Across the Country Partner with VFW's Operation Uplink to Sponsor Service Men and Women Holiday Phone Calls

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GEORGETOWN, Texas — From now until Veterans Day, November 11, Sport Clips locations across the country will once again offer clients the opportunity to help soldiers call home, via the Veterans of Foreign Wars *Operation Uplink* phone card program.

This year's effort will culminate with what the company is calling "The Biggest Haircut Day of the Year," a National Cut-a-Thon on Veterans' Day, Tuesday, November 11, when $1 from every haircare service will be donated to *Operation Uplink*, the VFW program that keeps military personnel and hospitalized veterans in touch with their families and loved ones through free phone cards and free call days. Last year's efforts raised $90,000, enough for 800,000 minutes of talk time for a December 25 VFW Free Call Day.

"Our goal this year is to raise $100,000 throughout the Sport Clips system. We have set our sights high to increase the time our military men and women will spend talking with those they are missing back home on the holidays," said Gordon Logan, a VFW member, and Sport Clips founder and CEO. "As an Air Force veteran, I know how important it is to hear the voices of loved ones when you are overseas for months at a time. As our military men and women are experiencing longer periods of active duty, even several tours of duty, we, as a franchise system, felt it important to reach out and support those families, many of whom are often our clients."

This year, the Sport Clips *Operation Uplink* event will be extended an additional week, and credit card donations will be accepted, making it easy to add a contribution to the effort at check out. Local stores also will have canisters available in-store for cash donations and will stage local promotional efforts.

Proceeds from the Cut-a-Thon event on Veterans' Day will go toward a goal of connecting even more families this holiday season.

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Sport Clips, the official VFW haircutter, is known for offering guy-focused, no-appointment needed hair-care services and surrounding clients with a comfortable, sports-themed environment that includes televisions tuned to sports at every station. Headquartered in Georgetown, Texas, Sport Clips was named in Entrepreneur magazine's January 2008 issue in as one of the 100 largest franchises in America, and the top 50 fastest-growing franchises.

For more information about the VFW and Operation Uplink, visit www.vfw.org.

For more information about Sport Clips and how to make a donation to *Operation Uplink*, visit www.Sportclips.com.