VETERANS OF FOREIGN WARS.

Sport Clips Haircuts Launches 2012 Campaign to Help Heroes Call Home

CHALLENGES TEAM MEMBERS AND CLIENTS TO MAKE CALLS HOME POSSIBLE FOR OVERSEAS U.S. TROOPS THROUGH VFW'S OPERATION UPLINK™

Oct 15, 2012

Beginning today more than 950 Sport Clips Haircuts locations will launch the company's annual "Help A Hero" fundraising campaign to support the *Veterans of Foreign Wars' (VFW) Operation Uplink™* in their communities across the country. Sport Clips' goal is to raise $500,000 in its sixth year of donating to Operation Uplink, a program that offers free call days to deployed and hospitalized American service members. Donations to "Help A Hero" will be collected in-store and through local fundraising events. A key part of the effort will be "The Biggest Haircut Day of the Year" on Veterans Day, Sunday, November 11, when the company will donate a dollar from every haircut service to the program.

"Our generous clients and team members have helped make our Help A Hero program a true success," says Sport Clips Founder and CEO Gordon Logan, a lifetime member of the VFW and VFW Foundation board member. "With the draw down in troops, many might think free call days aren't as important; however, the numbers tell us a different story. An average of 32,700 callshave been made by our hospitalized veterans and active-duty service members – many on their second, third, or even fourth deployment - during our sponsored call days so far this year."

Since it began in 2007, Sport Clips has made almost 2 million calls possible and donated more than $1.3 million to Operation Uplink, becoming the VFW's largest Free Call Day sponsor.

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"The 'Help a Hero' campaign has been extremely successful in terms of providing our service men and women with a free connection home throughout their deployments," says VFW National Commander John Hamilton. "In fact, Sport Clips can be largely credited with the success of the Operation Uplink Free Call Day program overall. We couldn't be more grateful to the entire Sport Clips family for their continued dedication."

To find out more about Sport Clips' Help A Hero program, visit http:http://www.sportclips.com/Hero.

About Sport Clips Haircuts

Sport Clips Haircuts is headquartered in Georgetown, Texas and was established in 1995 by founder and CEO Gordon Logan. The sports-themed salon franchise, which specializes in hair care for men and boys, ranks in Entrepreneur Magazine's top 20 "fastest growing franchises" and in the top 100 in the "Franchise 500," and in the top 10 in Forbes' "Top 20 Franchises To Start." Sport Clips is the "Official Haircutter" of the Veterans of Foreign Wars (VFW), offers veterans preferential pricing on haircuts and franchises, and was named in the "50 Top Franchises for Military Veterans" ranking by World Franchising. Our "Help A Hero" program has donated more than one million dollars to help deployed and hospitalized U.S. service members call home through the VFW's Operation Uplink. Sport Clips is a proud sponsor of Joe Gibbs Racing's NASCAR driver Denny Hamlin and holds partnerships with several NCAA and professional sports teams. To learn more about Sport Clips, visit www.sportclips.com.