VFW, NFL'S Troy Polamalu and Americans Honor Veterans by Raising Funds During the 'VFW Mane Event'

Veteran support campaign concludes with Veterans Day ceremonial haircut

Nov 12, 2013

Kansas City, Mo. – Yesterday, the National Football League's (NFL) Troy Polamalu and hundreds of American citizens nationwide joined the Veterans of Foreign Wars (VFW) to celebrate "The VFW Mane Event," a challenge to bring awareness to VFW programs and services that work to alleviate veterans' struggles. Supporters of the seven-week campaign raised hundreds of thousands of dollars that will go toward life-changing VFW programs and services. Last night, Polamalu celebrated Veterans Day by getting a ceremonial haircut at Heinz Field to honor America's service members and their families.

"We should honor our nation's veterans, their service and the commitment that they've made to protect our country today, and every day. Thank you America for joining The VFW Mane Event movement and supporting the VFW. And, most of all, thank you to the men and women who served our nation," said Polamalu.

"What a great way to honor our nation's veterans! The VFW Mane Event united citizens from across the country and will make it possible for the VFW to continue providing programs and services that help alleviate the struggles that our veterans face all too often," said John Hamilton, VFW Adjutant General.

"We deeply appreciate our event sponsors and the thousands of others who joined the movement by making donations, cutting their hair and sharing the campaign with family and friends. We hope that America continues to support veterans and their families," said Hamilton.

Head & Shoulders, the official shampoo of the NFL, and Sport Clips Haircuts, the official haircutter of the VFW, were The VFW Mane Event campaign partners.

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Funds raised during The VFW Mane Event will directly support the VFW's programs, ranging from helping veterans file VA claims to offering help to military families in need of emergency financial assistance and providing employment and education resources. The VFW encourages citizens to continue supporting veterans, even after Veterans Day. For more information visit www.vfwmaneevent.org.

ABOUT TROY POLAMALU: Strong safety of the Pittsburgh Steelers and a USC graduate, Troy has an exceptional record: he's a 6-time Pro Bowl Selection, 4-time NFL All-Pro, 2010 AP Defensive Player of the Year, 2-time Super Bowl Champion, 2010 NFL Alumni Player of the Year and stands out for having the #1 selling jersey in the country.

Photo Caption: Past Pennsylvania State VFW Commander Ruth A. Fairchild makes a ceremonial cut to Pittsburgh Steeler Troy Polamalu's hair during the VFW Mane Event on Nov. 11, 2013. This was Polamalu's first haircut in more than 10 years.