



FOR IMMEDIATE RELEASE

Herobox Lauches New Program to Help Homeless Veterans

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October 2, 2013—Herobox will launch a new program this month called Homeward Heroes. The purpose of the program is to assist homeless veterans acquiring homes through the HUD-VASH program by providing them with a “Welcome Home Move-in Kit.” The kit will include vital household goods and items needed for daily life. Through a generous grant, Herobox will begin a pilot of this program with the Charlie Norwood VA Medical Center. The Center has 11 homeless veterans slated to move into homes during October and November 2013.

The program was conceived from a 2009 call-to-action by President Obama and VA Secretary Eric K. Shinseki to end homelessness among veterans by 2015. While there has been a decrease since 2009, 63,000 veterans were still declared homeless in January of 2012. The VA Department has claimed all organizations and individuals across the country as “*integral to providing services to Veterans and spreading the word about the resources VA provides to end and prevent homelessness among Veterans.*” Herobox is making every effort to join this initiative.

Herobox is a nonprofit organization with a mission to provide the physical and moral support our heroes need while they are away from home. We are able to achieve this mission through programs that are designed to engage America’s greatest resource—the people.

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