

# HICKEY FREEMAN

## HEROES ★ LEADERS

INVESTING IN VETERANS.  
INVESTING IN AMERICA.

### PURPOSE NEVER ENDS

Hickey Freeman's PURPOSE NEVER ENDS advertising campaign celebrates veterans as civic assets and leaders. The communication goal is to create awareness that the strong skills and character developed in service makes veterans valuable and successful in the workforce upon return. The campaign seeks to help change attitudes and false perceptions about returning veterans.

### INVITATION FOR YOU TO POST A QUOTE-STORY

For Spring 2018 we open the conversation in response to the veterans that have reached out to us to tell their stories. Help us to amplify this important message through your own posts that hashtag #PurposeNeverEnds.

Include a short quote that speaks to your experience/perspective/thought on what you, or veterans in general, contribute upon. Or, highlight a skill that translates strongly upon leaving service and entering the civilian workforce.

Hickey Freeman will monitor the hashtags to pull quotes to feature that create a mosaic that communicates the breadth of skills, attributes and contributions that you, our veterans' community, offer our communities and corporations. Your quote will be attributed to you and your social account will be tagged. Or, send us your story/quote directly for possible selection for a Hickey Freeman post.

---

### ABOUT HEROES & LEADERS

118 years later, Hickey Freeman Tailored Clothing continues to believe in investing in America by manufacturing domestically. As a natural extension of our core values we are investing in veterans returning from Iraq and Afghanistan and celebrating them as civic assets.

Hickey Freeman's Heroes & Leaders program provides suits for transitioning veterans as they seek employment or are just beginning in their careers. Key partners include Four Block, a career readiness organization, Veterans on Wall Street and Team Rubicon natural disaster first-responders.

Learn more at [www.HickeyFreeman.com/HeroesAndLeaders](http://www.HickeyFreeman.com/HeroesAndLeaders)