

Your Favorite Season Always Begins at

9805 SW Boeckman Rd. • Wilsonville, OR 97070 • 503 682-2242

**For Immediate Release**      Contact: Shannon Burley, G.I. Joe's  
503-682-2242

## **G.I. Joe's Teams up with Foundation to Help Fort Lewis Soldiers Defending Freedom Wristbands Raise \$10,000 for Troops, Families**

**Wilsonville, OR, - June 27, 2005** With very little advertising, it has become a hot-seller at all of G.I. Joe's twenty-three Oregon and Washington locations. Hundreds of transactions later, they totaled it up; more than ten thousand dollars worth of "Defending Freedom" wristbands, sold one dollar at a time, all in a matter of weeks.

Phil Randazzo, Founder of the Nevada Benefits Foundation and Shannon Burley, Director of Advertising and Marketing for G.I. Joe's Sports & Auto Stores put this program into action in (MONTH)

Today, the foundation and G.I. Joe' announced that more than ten-thousand dollars raised from the in-store wristband sales, will be directed military families based at Fort Lewis, Washington.

The wristbands were donated by the foundation and sold at each of the 23 G.I. Joe's store locations in Oregon and Washington. One hundred percent of the proceeds go directly to the troops and their families.

"When I approached G.I. Joe's there was no hesitation on their part. From President Norm Daniels all the way through the ranks, this company embraced the Defending Freedom Wristbands. With their support, GI Joe's customers have brought great help and support to our dedicated service men and women in the military" said Randazzo.

"Each and every GI Joe's employee pitched in to do what they could to help our troops and their families, that really impressed me," Randazzo added.

"We know our troops and their families are making great sacrifices for our country, and we're proud to help them in any way we can. This has been a truly rewarding and satisfying project both for our employees and our customers," said Shannon Burley, G.I. Joe's Director of Advertising and Marketing.

With the help of partners like G.I. Joe's, the Nevada Benefits Foundation has donated 280-thousand dollars to various military charities through sales of the wristbands nationwide. A recent Time Magazine article recently referred to the Defending Freedom wristband as the second most popular charity wristband ever, second only to Lance Armstrong's "Live Strong" yellow band.

# # #

G.I. Joe's is a closely held retail chain of 23 full-line sports and auto stores in Oregon and Washington. The company specializes in sporting goods, automotive, active outdoor clothing and footwear.

G.I. Joe's also operates a full-service online retail site at [www.gijoes.com](http://www.gijoes.com).