Military Aid Societies to engage in epic battle on #GivingTuesday

_Navy-Marine Corps Relief Society, Air Force Aid Society, Army Emergency Relief and Coast Guard Mutual Assistance will #Battle4BraggingRights to see which can garner the most contributions in a single day._

WASHINGTON (PRWEB) November 17, 2022 -- Today, Navy-Marine Corps Relief Society (NMCRS), Air Force Aid Society (AFAS), Army Emergency Relief (AER), and Coast Guard Mutual Assistance (CGMA) announced they will #Battle4BraggingRights on #GivingTuesday. The effort is intended to raise critical funds to help service members and their families with emergency relief, financial assistance and educational support.

“Everyone is asked to donate to their favorite charity on #GivingTuesday,” said retired U.S. Marine Corps Lieutenant General Robert R. Ruark, president and chief executive officer for NMCRS. “The Military Aid Societies decided it would be fun to have a friendly competition and see who could raise the most money.”

The #Battle4BraggingRights will play out on social media on #GivingTuesday, November 29, 2022. Donors are asked to visit Battle4BraggingRights.com and designate their gift to one of the four Military Aid Societies. At the end, a winner will be crowned.

“Let’s face it, the real winners will be the service members, retirees and families that we all serve,” said retired Chief Master Sergeant of the Air Force Kaleth O. Wright, chief executive officer for AFAS. “All donations made in the #Battle4BraggingRights will support critical programs and services for military members and retirees around the globe.”

Fun posturing is also going on between employees and volunteers of the organizations. The CEOs have decided that they will wear gear from the winning aid society and post a message on social media thanking donors.

“There is nothing like a challenge between services to get our donors excited,” said retired U.S. Coast Guard Rear Admiral Cari Thomas, chief executive officer for CGMA. “I have no doubt all our supporters will be out in force to make #Battle4BraggingRights very successful!”

Lockheed Martin, a global security and aerospace company, has made a generous offer to match every #Battle4BraggingRights gift made on #GivingTuesday, up to the first $1 million. This substantial match ensures that donations to these life-changing organizations will have twice the impact for the military members, retirees and families they assist.

“We all share a deep need to help those who serve and their families,” said retired U.S. Army Lt. Gen. Raymond Mason, director of AER. “With this generous match from Lockheed Martin, everyone who gives in the #Battle4BraggingRights doubles their contribution.”

#GivingTuesday started in 2012 as a global day of giving and has inspired hundreds of millions of people to support the causes most important to them. To make a donation, and have it doubled for your favorite Military Aid Society, visit Battle4BraggingRights.com.

About Navy-Marine Corps Relief Society, Air Force Aid Society, Army Emergency Relief and Coast Guard
Mutual Assistance.
The United States has four Congressionally sanctioned Military Aid Societies charged with helping more than 2.5 million service members, their families and, in some cases, military retirees in financial need. Each organization is a nonprofit 501c3 that provides financial support to their service-specific clients through zero-interest loans, grants, disaster assistance, scholarships and a myriad of other needs-based programs and services. All programs and services are designed to support military members in need and help them build a solid foundation for a financial future. All four Military Aid Societies are 4-star Charity Navigator-rated nonprofit organizations. Please visit Battle4BraggingRights.com to donate to one or more of the Military Aid Societies and learn more about the unique programs of each organization.

About Lockheed Martin Corporation
Headquartered in Bethesda, Maryland, Lockheed Martin Corporation is a global security and aerospace company that employs approximately 114,000 people worldwide and is principally engaged in the research, design, development, manufacture, integration and sustainment of advanced technology systems, products and services. Please follow @LMNews on Twitter for the latest announcements and news across the corporation.
Contact Information
Mac McKeever
1st Degree, on behalf of NMCRS
http://https://www.1stdegree.com/
207-841-6110

Online Web 2.0 Version
You can read the online version of this press release here.