



## **NATIONAL SALUTE TO AMERICA'S HEROES: PRESENTED BY HYUNDAI** **ANNOUNCES VOLITION AMERICA PARTNERSHIP**

*Volition America will donate 13 percent of their revenue from apparel sales to the Folds of Honor's Higher Education Scholarship Program*

**MIAMI BEACH (May 18, 2020)** – The **National Salute to America's Heroes (NSAH)**, presented by Hyundai, one of the country's largest military air and sea shows, today announced the partnership with **Volition America**, a Chicago-based consumer products brand. For each apparel purchase on the USASalute.com website, Volition America will donate 13 percent of their revenue to **Folds of Honor**, a foundation that provides educational scholarships to the children and spouses of our fallen and disabled service members while serving our nation.

Why 13 percent? Because the United States flag is folded 13 times and presented to the families of fallen soldiers. The folded flag is a constant reminder of those who have paid the ultimate price for our freedom. It inspires the community to help equip and educate fallen soldiers' loved ones in need of support.

"We are proud to partner with Volition America and Folds of Honor, two amazing organizations that share our mission to honor those who have sacrificed for our country," said Mickey Markoff, executive producer of The National Salute to America's Heroes, presented by Hyundai.

"Volition America was founded to create positive change through our dedication of donating a portion of our profits to the families of our American heroes," said John Sapiente, CEO of Volition America. "We are honored to stand with Hyundai and the National Salute to America's Heroes in an event that truly understands and believes in our patriotic movement."

The National Salute to America's Heroes select line from the Volition America apparel catalogue including polo shirts, outerwear, shorts, and tee-shirts can be purchased at USASalute.com. As an added incentive, consumer's will be able to purchase these items at exclusive 25% discounted price at USASalute.com by entering the promo code "SALUTE".

As part of the partnership, Volition America and Folds of Honor will be included in NSAH's comprehensive advertising, public relations and social media campaigns, and website.

For more information and to nominate heroes, please visit [www.USAsalute.com](http://www.USAsalute.com).

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**About the National Salute to America's Heroes presented by Hyundai:** The National Salute to America's Heroes presented by Hyundai is a nationwide two-day celebration held on Miami Beach, Florida featuring the Hyundai Air & Sea Show, Music Explosion presented by Hyundai, and Salute 365 initiative. Held Memorial Day Weekend, the National Salute to America's Heroes presented by Hyundai focuses on honoring and paying tribute to the military and first responders who protect the freedoms of all Americans. For more information, please visit, [www.USAsalute.com](http://www.USAsalute.com).

For more information and to view the promotional video, please visit, [www.USAsalute.com](http://www.USAsalute.com).

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*Keep up with The National Salute to America's Heroes presented by Hyundai  
Social media updates -- hashtags for posts: #Salute365 #USASalute #HyundaiSalute*

**About Volition America:** Volition America is consumer-facing brand that strategically partners with iconic brands to create unique product collaborations with the purpose of building a movement to unite Americans through our shared Patriotic values and commitment while supporting those that protect our power of positive choice. For more information, please visit [volitionamerica.com](http://volitionamerica.com).

**About Folds of Honor:** Folds of Honor is a 501(C)(3) nonprofit organization that provides educational scholarships to families of military men and women who have fallen or been disabled while on active duty in the United States armed forces. Our educational scholarships support private education tuition and tutoring for children in grades K-12, as well as higher education tuition assistance for spouses and dependents. Founded in 2007 by Major Dan Rooney, an F-16 fighter pilot in the Oklahoma Air National Guard who served three tours of duty in Iraq, Folds of Honor is proud to have awarded more than 10,000 scholarships in all 50 states, as well as Guam, Puerto Rico and the Virgin Islands, including more than 2,500 in 2015 alone. For more information or to donate in support of a Folds of Honor scholarship, visit [www.foldsofhonor.org](http://www.foldsofhonor.org).

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