



OPERATION TEAMMATE

Inspiring Military Children

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Operation Teammate unveils brand update with “Inspiring Military Children”

Augusta, GA. — Operation Teammate journeys into national spotlight while impacting military children all year round through brand update. The new branding objectives convey the transformation of their mentoring services as a premier military child focused organization; it is with great pride that Operation Teammate has unveiled their new logo and branding platform of “Inspiring Military Children”.

The change will officially take place on January 1st, 2019.

“We are excited to embark on this journey and expand our impact, now is the right time! This is a direct testament to the relationships that we have built as a team”, said Timothy Montjoy, founder, Operation Teammate.

Operation Teammate:

Operation Teammate is an Augusta, GA nonprofit that provides a solution to ease the pain for military children during that vulnerable time while their parents are away from home serving our great Nation.

They welcome military families of all statuses and provide memorable sporting experiences to military children through Impactful Athlete Interaction.

Their mission is supported by the athlete engagement and the motivational stories of these athletes during various events. Since 2015 Operation Teammate has conducted 24 sporting experiences and provided the opportunity for nearly 1000 military children to be inspired by collegiate and professional athletes.

Operation Teammate is the only national organization supporting military families in this manner.

While assisting military children during difficult times by providing mentoring avenues, sporting experiences and community outreach opportunities, the Operation Teammate mission continues to Inspire Military Children.

Based on parental testimonies, as a result of the Operation Teammate sporting experiences, their children’s self-confidence increases and they engage more with the at home parent. “Our girls are always excited when they attend an Operation Teammate event; when the athletes interact with Operation Teammate, it shows great appreciation to all of the children and sets a terrific example.” D. Corman, U.S. Air Force parent

Blueprint for Growth:

Operation Teammate collaborated with Mass Media Marketing to establish the brand update and has embraced purple as their primary color within a multi-star focused logo. This new image clearly represents military children across the world and is a recognizable theme throughout every military community.

Very soon you’ll see the new look anywhere they are at in public, like their website, Facebook, Twitter and Instagram pages.

This brand update includes the new tagline, “Inspiring Military Children”

Inspiring Military Children is a direct reflection of the Operation Teammate mission and goals of enabling military children to excel within their own life journey.

Become a Teammate:

Operation Teammate continues to provide Impactful Athlete Interaction and coordinate events for their 2019 schedule. For additional information or to sign-up for an Operation Teammate sporting experience, please visit their website at www.operationteammate.org. Operation Teammate can also be found on Facebook, Twitter and Instagram; for additional questions or sponsorship information, please contact Timothy Montjoy at timothy.montjoy@operationteammate.org.