



NEWS RELEASE
FOR IMMEDIATE RELEASE

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**East Manufacturing Supports Wyakin Warrior Foundation with
“Gear Up for Good!”**

RANDOLPH, Ohio – March 31, 2016 – East Manufacturing is pleased to support the Wyakin Warrior Foundation through its “Gear Up for Good!” program. With the program, East will donate 30 percent of the proceeds of every purchase of its new camouflage East gear to Wyakin to enable severely wounded and injured veterans to achieve personal and professional success as business and community leaders.

East gear includes new camouflage caps, an East lanyard, backpack and blanket in addition to tan and green t-shirts, cool fit shirts and hoodies.



Veterans participating in the 60-month Wyakin program receive educational and financial support, professional development and networking for educational and employment opportunities. Each program includes a community service project to be completed by each Warrior, focusing on these young patriots’ strengths over their struggles.

Now in its fifth year, the need for the program continues to be great. "Each year for the next five years, more than 200,000 service members will transition from active duty service to the civilian community," said Julia Joy, executive director at Wyakin Warrior Foundation. "Many of them will face significant challenges as they reintegrate back into civilian society."

"At East, we appreciate the commitment and service of our military veterans," said Dave de Poincy, president at East. "Supporting the education and job placement mission of the Wyakin Warrior Foundation through "Gear Up for Good!" allows us to give back to these men and women who so graciously sacrificed for us.

"The program has been well received by our employees who are anxious to kick it off at the Mid-America Trucking Show March 31 to April 2 in Louisville, Kentucky."