



Media Contact: [communications@hmshost.com](mailto:communications@hmshost.com)

# For Immediate Release

## **HMSHost Donates \$25,000 to Provide Coca-Cola Beverages to over 30 USO Centers across the Nation**

**BETHESDA, MD** – Support of those who have served our country, both past and present, should continue throughout the year, even after the celebrations of our nation's Veteran's Day wind down. With that spirit in mind, global restaurateur [HMSHost](#) donated \$25,000 to the United Service Organizations (USO), to be used to purchase Coca-Cola beverages that will refresh traveling troops in over 30 USO centers at airports across the nation. The donation comes as part of a program that HMSHost ran over the summer in coordination with Coca-Cola's "Share a Coke" program.

"When troops and military families are greeted with their favorite beverage at a USO center, we hope they are reminded that our country is thankful for their service and the many sacrifices they make," said Christy Hartsell, USO VP of Corporate Alliances. "The USO is proud to partner with HMSHost, and we know how crucial donations like this are in continuing our mission to support troops and their families, wherever they may be."

Over the summer, HMSHost invited travelers across the country to thank our troops and virtually "Share a Coke" with them by using the hashtag #HostAHero on Facebook, Twitter, Instagram and Google+. Signage was placed in HMSHost-operated dining venues in airports and travel plazas across the country, to encourage travelers to have conversations on social media around and with the heroes who are part of their lives; fathers, mothers, sons, daughters, grandparents, friends and others. Almost everyone knows someone who has been in the service. The goal of the program was to raise awareness and provide support to our troops both at home and abroad, and to provide a connection with them through social media.

For our nation's troops, not many things represent home better than an ice-cold, refreshing Coca-Cola, which has been part of American culture since 1886. With this donation, HMSHost seeks to provide that taste of home and support our troops traveling through USO centers in America's busiest airports.

"It's nearly impossible to properly thank our troops for their service and sacrifices for our country. We only hope that this small gesture provides comfort and support to troops across the country as they travel on duty or on their way home," said Jeff Yablun, Chief Commercial Officer and EVP at HMSHost. "The USO centers and the USO organization as a whole do such an amazing job of supporting our troops. We are delighted to partner with the USO, as well as Coca-Cola, on this program."

The USO is uniquely positioned to be the only organization to support America's military throughout their service. From the moment troops join, through their deployments and as they transition back to their communities, the USO is there for them with comforts of home in airport centers, career building workshops, family strengthening programs, caregiver support and more. For more information about the USO and to find out how you can show your support, visit [www.uso.org](http://www.uso.org).

### **About HMSHost**

Global restaurateur [HMSHost](#) is a world leader in creating dining for travel venues. HMSHost operates in more than 100 airports around the globe, including the 20 busiest airports in North America. The Company has annual sales in excess of

\$2.7 billion and employs more than 30,000 sales associates worldwide. HMShost is a part of Autogrill Group, the world's leading provider of food & beverage services for people on the move. With sales of around €4 billion in 2013, the Group operates in 30 countries and employs some 56,000 people. It manages approximately 4,700 stores in over 1,000 locations worldwide. Visit [www.HMShost.com](http://www.HMShost.com) for more information. We can also be found on Facebook at [fb.com/HMShost](https://fb.com/HMShost).

**About the USO**

The USO lifts the spirits of America's troops and their families millions of times each year at hundreds of places worldwide. We provide a touch of home through centers at airports and military bases in the U.S. and abroad, top quality entertainment and innovative programs and services. We also provide critical support to those who need us most, including forward-deployed troops, military families, wounded warriors, troops in transition and families of the fallen. The USO is a private, non-profit organization, not a government agency. Our programs and services are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff.

In addition to individual donors and corporate sponsors, the USO is supported by President's Circle Partners: American Airlines, AT&T, BNSF Railway, Clark Construction Group, LLC, The Coca-Cola Company, Grand Canyon University, JCPenney, Jeep, Johnson & Johnson, Kroger, Northrop Grumman Corporation and TriWest Healthcare Alliance and Worldwide Strategic Partners: BAE Systems, BIC, The Boeing Company, ConAgra Foods, FedEx, Harris Teeter, Lockheed Martin, Microsoft Corporation, Procter & Gamble, TKS Telepost Kabel-Service Kaiserslautern GmbH & Co. KG and Wawa Inc. We are also supported through the United Way and Combined Federal Campaign (CFC-11381). To join us in this important mission, and to learn more about the USO, please visit [uso.org](http://uso.org).

###