



**Formula Strategy Group**  
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**PRESS RELEASE**

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## **PenFed Supports New Partnership Between Elite Athletes and Wounded Warriors**

*Military Mentorship Program is another way the credit union is supporting our nation's heroes.*

**WASHINGTON, D.C.** – [PenFed](#) (Pentagon Federal Credit Union), one of the largest credit unions in the country, is supporting a groundbreaking initiative called the Military Mentorship Program to bring together top athletes and members of the U.S. military to motivate and inspire each other. The program, in partnership with the U.S. Ski and Snowboard Association (USSA), is the latest initiative by the credit union to help members of America's military community.

“Top athletes such as those of the U.S. Ski and Snowboard Association share a similar intensity and sense of purpose, commitment, and zeal with America's defenders. It is reflected in how they think and physically prepare,” said James Schenck, president and CEO of PenFed. “It was an easy yes answer for us when PenFed was asked to sponsor this first-of-its-kind mentorship program.”

Founded by Army veteran and former U.S. Ski Team member and coach Robi Powers, the Military Mentorship Program brings wounded warriors and retired service members together with top USSA Olympic athletes to share stories of overcoming obstacles.

With low-interest credit cards, affordable auto loans, and high-yield savings accounts, PenFed helps members of the military secure their financial futures. Since 2001, it has also founded and supported the Pentagon Federal Credit Union Foundation (PenFed Foundation) programs on financial literacy, first-time home buying assistance, and support for wounded warriors. And earlier this month, Prudential PenFed Realty; which is wholly-owned by PenFed, launched the Real Heroes Program to help members of the military transition into a civil career in real estate.

The Military Mentorship Program builds on those and other PenFed initiatives. Earlier this year, the program held an event in Park City, Utah, which featured Marine Corps Col. (Ret.) John Bates, a three-time recipient of the Purple Heart; and Army Col. (Ret.) Danny McKnight, a recipient of the Purple Heart who took enemy fire in Somalia, as chronicled in the movie “Black Hawk Down.”

“Whether you’re trying to win a world championship on an icy mountain or keep the peace in a remote part of the world, much of your performance relies on your own character and the commitment of the team around you,” said Luke Bodensteiner, executive vice president of athletics for USSA. “Our nation’s top athletes and members of our military both understand the importance of dedicated preparation, unwavering commitment, and steadfast determination. Through this program we give them the opportunity to share best practices and insights into their experiences in a collaborative setting.”

### **About the Military Mentorship Program**

Founded by the U.S. Ski and Snowboard Association in 2013, the Military Mentorship Program brings military personnel and elite athletes together to exchange and create meaningful experiences. The effort will take U.S. Olympic athletes to military bases nationwide and around the world and bring retired and active-duty U.S. military personnel, including officers, to USSA Olympic training sites. The program will enable both athletes and military personnel to mutually benefit from each other. *To learn more, visit <http://ussa.org/military-mentorship-program>.*

### **About the USSA**

The U.S. Ski and Snowboard Association (USSA) is the national governing body of Olympic skiing and snowboarding. Developed to facilitate participation in national and international competition, the Olympic sports organization provides structure for competitive skiing and snowboarding. From grassroots programs to governance of sport, management of rules, competitions and athletic rankings, the USSA oversees athletic pipelines for development in the sports. With a vision to make the USA the best in the world in Olympic skiing and snowboarding, the USSA provides leadership and direction for tens of thousands of young skiers and snowboarders who share an Olympic dream while maintaining a strong adherence to core values. The USSA, established in 1905, operates out of the national training and education facility, the Center of Excellence, in Park City, UT. *To learn more about USSA visit [www.ussa.org](http://www.ussa.org).*

### **About PenFed (Pentagon Federal Credit Union)**

Established in 1935, PenFed is one of the largest credit unions in the country serving over 1.2 million members worldwide; with more than \$17 billion in assets. Its longstanding mission has been to provide superior financial services, responsive to members’ needs in a cost effective manner. PenFed offers market leading automobile loans, credit cards, checking, and a wide-range of other financial services with its members’ interests always in mind. Serving a diverse population, there are many ways to become a PenFed member; including numerous association members and employee groups. PenFed is federally insured by the NCUA and is an equal housing lender. PenFed does business in accordance with the Federal Fair Housing Law and the Equal Credit Opportunity Act. *To learn more about PenFed, visit [PenFed.org](http://PenFed.org).*

### **About Prudential PenFed Realty**

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Housing Opportunity. We are proud to be an equal employment opportunity employer: m/f/v/d. *To learn more, visit [www.penfedrealty.com](http://www.penfedrealty.com).*

**About Formula Strategy Group**

Formula Strategy Group (FSG) is a full-service, strategic marketing and communications firm specializing in military and sports themed properties. FSG features a wide array of clients that span the public sector, sports and media landscapes. Based in the Washington, D.C. metropolitan area, FSG has extensive experience and strong relationships working in the Nation’s Capital. Our diverse capabilities help clients develop innovative solutions to reach their goals. *For more information about FSG, visit [formulastrategygroup.com](http://formulastrategygroup.com).*

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