



FOR IMMEDIATE RELEASE

Military Media Brand *We Are The Mighty* Unveils *The Mighty 25*

Veterans Whose Impact and Influence Are Shaping America

Los Angeles, Calif., Jan. 25, 2017—Leading media brand for the military-veteran community [We Are The Mighty](#) (WATM), unveils *The Mighty 25: Veterans to Watch in 2017*, sponsored by [PenFed Credit Union](#). *The Mighty 25* recognizes veterans across the nation who are making a difference through innovation and leadership in government, healthcare, business, education, entertainment and advocacy, among other fields. WATM salutes these individuals whose service, work and deeds inspire us all. Here is a link to [#TheMighty25](#).

“As a media brand for the military-veteran community, it is our mission to capture the voice, stories and accomplishments of this community,” said Mark Harper, Air Force veteran and EVP Operations & Business Development. “*The Mighty 25* celebrates the achievements and contributions of these individuals and we encourage America to keep an eye on their ongoing impact in 2017.”



Each year, We Are The Mighty scans the veteran landscape to find individuals who have successfully applied their military expertise and sense of service to civilian life. *The Mighty 25* brings awareness to America’s veterans and the military community-at-large. As a source of inspiration and leadership, they create jobs for veterans, offer solutions to pressing challenges in health and wellness, disaster relief, governance, education, entertainment, advocacy and innovation.

“It is a privilege to be the presenting sponsor of *The Mighty 25* campaign” said PenFed Credit Union President and CEO James Schenck. “This relationship strengthens both of our organization’s missions to extend viable services that help meet the needs of our troops, their families, and veterans.”

“On behalf of PenFed, we would like to extend a heartfelt *thank you* to all the dedicated men and women who serve and protect our country,” said Schenck.

About**WATM**

We Are The Mighty is the premier media brand for the 133 million “mega-niche” community of America’s military, veterans and their families. WATM’s [veteran creators](#) capture this community’s voice with original, multi-platform media, branded campaigns and high-profile events. WATM is committed to making a positive impact in the community we serve. Our unique insights, guidance and project leadership provide distinct value to brands, businesses, and anyone looking to authentically connect with our nation’s military-veteran community. For more information, go to www.wearethemighty.com, [Facebook](#), [Twitter](#) and [Instagram](#), [#TheMighty25](#)

About PenFed Credit Union

Established in 1935, PenFed Credit Union is one of the largest credit unions in the country, serving 1.5 million members worldwide; with \$21 billion in assets. Its long-standing mission has been to provide superior financial services in a cost effective manner, while being responsive to members’ needs. PenFed Credit Union offers market-leading mortgages, automobile loans, credit cards, checking, and a wide range of other financial services with its members’ interests always in mind. We invite you to come see why you belong at PenFed Credit Union. PenFed Credit Union is federally insured by the NCUA and is an equal housing lender. To learn more about PenFed Credit Union, visit PenFed.org, [like us on Facebook](#) and [follow us @PenFed on Twitter](#). We are proud to be an Equal Opportunity Employer: M/F/V/D.

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