

For Immediate Release

## Weigel's 2<sup>nd</sup> Annual Veterans Fundraising Event to Support Lenoir City's Smoky Mountain Service Dogs "More Wags for Warriors"

Memorial Day weekend marks the start of the second annual "More Wags for Warriors" campaign for all Weigel's stores. This three week fundraising event was selected to reflect on the importance of May 28<sup>th</sup>, Memorial Day. "More Wags for Warriors" is a capital campaign and represents a local non-profit organization whose mission is to enhance the physical and psychological quality of life for veterans with service related disabilities through the training and placement of highly-trained service dogs

The program provides, at no charge, to veterans in need specially trained service dogs to aid in assistance and companionship. Dogs are trained for many Veteran-related disabilities like guiding the blind, providing navigation and assisting in mobility. The cost to raise and train just one service dog is approximately \$22,000 before they can be matched to a veteran.

All funds raised during this event will go towards building a larger training facility in the 10-acre site in Lenoir City, TN. "It is our goal to raise the funds to train one service dog, and be able to have more service dogs available for our local veterans thru this program based in Lenoir City, TN", said Bill Weigel, chairman of Weigel's. "We are honored to be able to aid the men and women who have served our country with a fundraising event whose mission is to bring them a better quality of life. It's a small step for us in a much larger picture to help those that have so unselfishly sacrificed for all of us", added Weigel.

Smoky Mountain Service Dogs was established in October of 2010, and has served over 21 veterans in the past 7 plus years. Weigel's customers can participate by donating at any of Weigel's 66 locations. The funds will be utilized to help double the number of veterans served each year.

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Weigel's operates 66 convenience stores, a dairy and a bakery, all within a 100-mile radius of corporate headquarters in Powell, Tennessee. The bright, spacious stores represent state of the art convenience retailing, competitive pricing, heroic customer service and unconditionally guaranteed products. Weigel's core purpose is to wow their guests with a positive experience every time.