



For Immediate Release

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Army benefit programs' outreach efforts focus on national Veterans' Service Organizations

WASHINGTON, DC— The Combat-Related Special Compensation (CRSC) and Traumatic Servicemembers' Group Life Insurance (TSGLI) Divisions of the U.S. Army are increasing their efforts to ensure eligible Servicemembers and veterans receive the benefits to which they are entitled.

The offices of CRSC and TSGLI are employing innovative outreach strategies to include working hand in hand with Veterans' Service Organizations (VSOs) and Retiree Service Offices (RSO) around the world to reach and educate those who most need the programs. This new Affiliate program will extend the Army's reach through the hundreds of VSOs and RSOs as a grassroots effort to reach their millions of constituents worldwide.

"This program benefits both the organizations' members and our mission for CRSC and TSGLI," said COL John F. Sackett, Chief, CRSC and TSGLI. "They serve as an ideal way to reach our target audience and they offer information on valuable benefits for the members of these organizations."

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Based upon the success of the Official CRSC Ambassador program that engages and educates the veterans in their communities, the Affiliate program expands this idea to incorporate the veteran organizations to which these Servicemembers belong. The Ambassador program has widened CRSC's reach throughout the nation; however, there are still thousands of Servicemembers and veterans who may be unaware of the programs. Enter: the CRSC Affiliate program, VSOs play a crucial role in serving our nation's veterans with valuable programs, information and support, which is why CRSC and TSGLI are working together with these groups to spread the word about their offerings.

Michael Hayden, Colonel, USAF, ret., Deputy Director of Government Relations for the Military Officers Association of America (MOAA) said, "The Army CRSC Affiliate program has proven to be an unbelievable resource for our members. It has significantly opened the line of communications between the Army and MOAA staff and members."

One of the most effective resources for communicating to Servicemembers and veterans is through their peers. VSOs and RSOs are a gateway to millions, reaching out to their members through media and other communication resources to keep their members informed and engaged. By working with CRSC and TSGLI, these organizations and the veterans they serve will now have greater resources available to them and veterans will benefit by learning how to properly apply for CRSC and TSGLI.

"In short, this program provides us with a tool kit to help our members," said Mr. Hayden. "They arm us with the information we need to help our nation's most vulnerable."

VSOs who sign on as an Affiliate will also have the added benefit of direct contact with programs' staff for up-to-date information to pass down to their members.

Choosing to become an Affiliate for the two programs has added benefits for these organizations. VSOs and RSOs will have increased web traffic to their sites and greater visibility on their programs, with a listing of their organization and web site on the Official Affiliate Page of both CRSC and TSGLI. These programs will also have access to communication tools, educational briefings and claim resources through the CRSC and TSGLI staff and web sites, as well as direct access with the Affiliate point of contact at

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the CRSC/TSGLI office. All of these benefits, and more, are now available through the Official CRSC/TSGLI Affiliate Program.

When a VSO agrees to partner with CRSC and TSGLI they choose between two Affiliate levels, Silver and Gold, to spread education to their members. Both Levels agree to reciprocal links on their web sites, and providing information regarding CRSC and TSGLI to their national chapters. The Gold Level of participation with the Affiliate program includes a number of other ways to promote CRSC and TSGLI, such as tips for publishing articles in the organizations' media outlets and newsletters and providing advertising space in these mediums. All of these efforts will better reach veterans that deserve these benefits

To learn more about this program and how your organization can join, visit the Affiliates page on CRSC's web site: www.crsc.army.mil or on TSGLI's web site: www.tsqli.army.mil or call the toll free number: 1-866-281-3254 and ask to speak with an Affiliate program representative today!