



01Nov2024

## Instructions for 2025 Military Friendly® Employer Press Release Template

*Congratulations on earning the Military Friendly® Employer designation for 2025!* This template is available for your use when announcing your Military Friendly® status. We encourage you and your company to share this great news with your stakeholders and media outlets in your area at your earliest convenience after the official embargo date has been lifted. 11/11/2024.

### Template Guidelines and LOGO USAGE :

This template is just a guideline and not for mandatory use. If you choose to create your own, please refer to the guidelines included in the terms for **“Use of Intellectual Property”**.

1. All press releases must contain an active link to your companies profile or the full list of 2025 Military Friendly® Employers. Found at [www.militaryfriendly.com](http://www.militaryfriendly.com)
2. All logos may be found by logging into your profile if you are not the authorized point of contact please request the files from the authorized survey taker at your organization or visit the guide for further information. [www.Militaryfriendly.com/MFCguide](http://www.Militaryfriendly.com/MFCguide)
3. When a Military Friendly® Logo is digitally displayed the logo **must link back to your company profile on Militaryfriendly.com**
4. Any Social media mentions or announcements, should include the following tags or relative credits to Military Friendly® @Military Friendly®, #Military Friendly®, [www.militaryfriendly.com](http://www.militaryfriendly.com)
5. Any mention or use of the term “Military Friendly®” must contain the trademark symbol.
6. The yellow highlighted fields indicate places for your company’s/organization’s name or information.
7. Any violations of the above terms of use could result in revocation of all designation status and logo usage permissions.
8. Tier 1 Logo usage is available for all participants of the program at all levels, tier 2 usage is reserved for premium/upgraded members of the Military Friendly® Talent Exchange.

**You may not release any materials or announcements to the public regarding your designation until Monday, November 11th, 2024. Your profile will be updated or made live on MilitaryFriendly.com before November 2nd. When a Military Friendly® Logo is digitally displayed the logo must contain a live link back to your company profile on Militaryfriendly.com or if the general trademark term Military Friendly® is mentioned it must link back to our website at [www.militaryfriendly.com](http://www.militaryfriendly.com).**

### Terms for “Use of Intellectual Property”:

Military Friendly® is a trademarked term that VIQTORY owns. As such, we have a legal obligation to monitor its usage to ensure it retains its strength in the military and veteran community. Military Friendly® was created as an advocacy vehicle representing the interests of the people who come from the military, the military spouse and veteran community. It does not imply an endorsement from, nor does it have any connection to, the U.S. Department of Defense or the federal government. You may reference your organization as a “2025 Military Friendly® Employer” but must follow case sensitivity as shown here and use the registered trademark ( ® ) symbol placed after the word “Friendly.” For full usage and term guidelines please refer to the brand guidelines document or the guide found at [www.militaryfriendly.com/MFCguide](http://www.militaryfriendly.com/MFCguide)



## ***Standard Verbiage***

### **About Military Friendly® Employers:**

Military Friendly® is the standard that measures an organization's commitment, effort, and success in creating sustainable and meaningful benefits for the military community. Over 2,800 organizations compete annually for Military Friendly® designation annually. Military Friendly® ratings are owned by Viqtory, Inc., a service-disabled, veteran-owned small business. Viqtory is not affiliated with or endorsed by the U.S. Department of Defense or the federal government. Results are produced via a rules-based algorithm. The data-driven Military Friendly® lists and methodology can be found at <https://www.militaryfriendly.com/mfcguide/>.

### **About VIQTORY:**

Founded in 2001, VIQTORY is a servicedisabled, veteran owned small business (SDVOSB) that connects the military community to civilian employment, educational and entrepreneurial opportunities through its owned assets such as Military Spouse Magazine®, Vetpreneur®, G.I. Jobs® and Military Friendly® brands. VIQTORY and its brands are not a part of or endorsed by the U.S. Dept of Defense or any federal government entity. Learn more about VIQTORY at [www.Viqtory.com](http://www.Viqtory.com).

### **Quote from Military Friendly®:**

"Organizations earning the Military Friendly Employers designation the have wholeheartedly invested in comprehensive and impactful initiatives that bring about positive, life-changing results for our valued service members, dedicated military spouses, and esteemed veterans within their ranks, We salute these exemplary employers who raise the bar and understand that hiring military personnel is not merely an act of goodwill but a testament to a standard that truly embodies sound business wisdom. Their steadfast commitment to integrating military personnel into their workforce not only reflects their compassion but also underscores their business acumen," - Kayla Lopez, Senior Director of Military Partnerships at Military Friendly®

### **2025 Data Points:**

- 1) 22nd annual list of Military Friendly® Employers
- 2) Manufacturing led the way, representing 11% of Military Friendly® designated employers. At 10% for 2nd was Health & Pharmaceutical Services and Information Technology, followed by Defense at 9%, Financial Services/Banking, Businesses Services, Energy/Extraction/Utilities, and Construction/Infrastructure/Engineering, each representing around 8% of the employer industries. These selected industries totaled 67% of the represented industries for the designated 2025 employers.
- 3) Geographically, Military Friendly® Employers identified the following Texas as their top hiring regions for veterans with California, Virginia, Florida, New York, Pennsylvania, Georgia, North Carolina, Illinois, and Colorado rounding out the Top 10.
- 4) The top ten metro regions for hiring were identified as
  1. Dallas-Fort Worth Metro, TX (#1 in State)
  2. Atlanta Metro, GA (#1 in State)
  3. Washington Metropolitan Area, DC/VA/MD
  4. New York City Metro, NY (#1 in State)
  5. Pittsburgh Metro, PA (#1 in State)
  6. Chicago Metro, IL (#1 in State)
  7. Los Angeles Metro, CA (#1 in State)
  8. Houston Metro, TX (#2 in State)
  9. Phoenix Metro, AZ(#1 in State)
  10. Denver Metro, CO (#1 in State)
- 5) 308 Current Military Friendly Employers, survey closes March 2025



## Sample Release:

### [Your Company] Earns 2025 Military Friendly® Employer Designation

CITY (Nov 11th, 2024) — [Your Company] announced today that it has earned the 2025 [Military Friendly](#)® Employer designation.

Institutions earning the [Military Friendly](#)® Employers designation were evaluated using both public data sources and responses from a proprietary survey. Over twelve hundred companies participated in the [Military Friendly](#)® survey.

Methodology, criteria, and weightings were determined by VIQTORY with input from the [Military Friendly](#)® Advisory Council of independent leaders in the military recruitment community. Final ratings were determined by combining an organization's survey score with an assessment of the organization's ability to meet thresholds for Recruitment, New Hire Retention, Employee Turnover, and Promotion & Advancement of veterans and military employees.

[Quote from executive or senior level employee at your company regarding your company's commitment to and/or the value and contributions of employees with military experience.]

"Organizations earning the [Military Friendly](#)® Employers designation the have wholeheartedly invested in comprehensive and impactful initiatives that bring about positive, life-changing results for our valued service members, dedicated military spouses, and esteemed veterans within their ranks, We salute these exemplary employers who raise the bar and understand that hiring military personnel is not merely an act of goodwill but a testament to a standard that truly embodies sound business wisdom. Their commitment to integrating military personnel into their workforce not only reflects their compassion but also underscores their business acumen," - Kayla Lopez, Sr Director of Partnerships at [Military Friendly](#)®

[Your company] will be showcased in the [2025 Military Friendly](#)® Employers in the Winter issue of [G.I. Jobs](#)® magazine and on MilitaryFriendly.com.

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