



MFE **Press Kit**

2026 Military Friendly Employer
Press release kit and standard verbiage.



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 local media outlets at your earliest convenience, once the official embargo date has been lifted. 11/11/2025.

For information on your designation status or historical awards info, please visit the guide and submit a request for the information. The guide will produce an immediate email containing the information you are requesting.

Template Guidelines

This template is provided as a general guideline to support your branding efforts, but its use is not mandatory. If you choose to create your own materials—whether digital, print, or promotional—you are fully responsible for ensuring that all content complies with the Military Friendly® terms outlined under “Use of Intellectual Property.”

This includes proper logo usage, trademark placement, approved naming conventions, and adherence to linkback requirements. Any custom materials must reflect the integrity of the designation and avoid unauthorized edits, misrepresentation, or misuse of Military Friendly® assets. Before publishing, we strongly recommend reviewing the full branding and compliance guidelines to ensure your materials meet all licensing and recognition standards.



Click Here to download a copy of the Logo Guidelines.

1. All press releases must contain an active link to your company's profile or the full list of 2025 Military Friendly® Employers. Found at www.militaryfriendly.com
2. When a Military Friendly® Logo is digitally displayed, the logo must link back to your company profile on Militaryfriendly.com
3. You can find all logos 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 logo guidelines for further information.
4. Any mention or use of the term “Military Friendly®” must contain the trademark symbol.
5. All public use of logos must contain the year of designation.

Any violations of the above terms of use could result in the revocation of all designation status and logo usage permissions.

Embargo Notes

You may not release any materials or announcements to the public regarding your designation until Monday, November 11th, 2025. Your profile will be updated or made live on MilitaryFriendly.com on or 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.

Standard Verbaige for Public Use

The yellow highlighted fields within the template provided indicate places for your company's/organization's name, information, or Personalization. The following information is provide for use within your press release the About Military Friendly section is required on all Press release statements.



About Military Friendly®

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 2,900 organizations compete annually for Military Friendly® designation annually. Military Friendly®, a service-disabled, veteran-owned small business. Military Friendly® 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/>.



Quote from Military Friendly®:

"Earning the Military Friendly® designation is more than a badge; it's a reflection of deep-rooted values and strategic foresight. These organizations don't just open doors for veterans, spouses, and service members; they build pathways for lasting impact. Their commitment isn't performative; it's transformative. It's proof that honoring military talent is not only the right thing to do, it's the smart thing to do.", Kayla Lopez, Vice President of Memberships, Military Friendly®



Military Friendly® Data Snips:

1. 22nd annual list of Military Friendly® Employers
2. Geographically, Military Friendly® Employers have identified the top hiring regions for veterans, with Texas leading the nation, followed by California, Florida, North Carolina, and Pennsylvania rounding out the top five. Ohio ranks sixth, with New York, Georgia, Illinois, and Colorado completing the top ten.
3. Construction, Infrastructure, and Engineering topped the list, accounting for 16% of all Military Friendly® designated employers. Manufacturing followed at 9%, securing the second spot. Health & Pharmaceutical Services, Information Technology, and Business Services each represented 8% of the total, while Defense came in at 7%. Energy, Extraction, and Utilities, along with Financial Services and Banking, each comprised 6%. Insurance and Trucking rounded out the top ten sectors, each contributing 5% to the overall designation landscape. Representing 78% of the list.
4. For the 2026 Military Friendly® Employers list, the average veteran hiring goal reported by participating organizations is 10%. This benchmark reflects a collective commitment to integrating veteran talent into the civilian workforce and serves as a measurable indicator of military-inclusive hiring practices. This Average exceeds the national standard by nearly 5%.
5. 89% of participating organizations have a clearly defined corporate commitment to supporting the military community. Among those, more than 56% have formally embedded this commitment into their mission, vision, and values statements, demonstrating that military inclusion is not just a practice but a core principle of their institutional identity.



Boiler Plate



[Your Company] Earns 2026 Military Friendly® Employer Designation

CITY (Nov 11th, 2025) — **[Your Company]** announced today that it has earned the 2026 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 1,200 companies participated in the Military Friendly survey.

Methodology, criteria, and weightings were determined by Military Friendly®, in consultation with the Military Friendly® Advisory Council, a group 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 and exceed thresholds for Recruitment, New Hire Retention, Employee Turnover, and Promotion & Advancement of veterans and military employees.

[Insert information about your organization's programs or ranking here]

[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.]

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— Kayla Lopez, Vice President of Memberships, Military Friendly®

[Your company] will be showcased in the 2026 Military Friendly® Employers Guide in the Winter issue of G.I. Jobs® magazine and on MilitaryFriendly.com.

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Terms for “Use of Intellectual Property”:

Military Friendly® is a trademarked term. 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 “2026 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



Memberships are now
available. For More info
[Click here](#)

