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Press Kit

Military Friendly Schools
Press release kit and standard verbiage.



Congratulations on earning the 2026-2027 Military Friendly® School designation!

This template is designed to help you announce your institution's commitment to the military community. We encourage you to share this achievement with your students, faculty, alumni, and local media outlets as soon as the official embargo date has been lifted.

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. Mandatory Links:** All press releases must include a live link to either your specific institution's profile or the full list of [2026-2027 Military Friendly® Schools](#).
- 2. Logo Requirements:** If your membership level includes the use of the Military Friendly® Digital Logo, the image must be hyperlinked directly back to your school's profile on MilitaryFriendly.com.
- 3. Accessing Assets and Logos:** Members: High-resolution logos and personalized assets are available via the Arrows platform.
 - a. Basic Users:** You are permitted **"naming rights" only** (e.g., using the text "2026-2027 Military Friendly® School") but are not authorized to use the official logo marks.
- 4. Authorized Access Only:** Official logos and branding resources are exclusively available to the authorized point of contact (the individual designated as the primary survey taker for your institution).
- 5. Requesting Files:** If you are not the authorized contact, please coordinate with the survey lead at your organization to obtain the necessary files.
- 6. Any mention or use of the term “Military Friendly®” must contain the trademark symbol.**
- 7. All public use of logos must contain the year of designation.** Old designation years or past logos are considered a violation of the terms of use and are subject to program removal.

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 March 25th, 2026. Your profile will be updated or made live on MilitaryFriendly.com by the embargo date. When a Military Friendly® Member displays the logo, it 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 the Military Friendly® designation. Military Friendly® is 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>



Quote from Military Friendly®:

“Earning the Military Friendly® designation is more than a badge of honor; it is a reflection of an institution's deep-rooted values and strategic commitment to those who served. These schools don't just open doors for veterans and military spouses, they build sustainable pathways for academic success and long-term impact. Their support is transformative, proving that investing in military-connected students is both a moral imperative and a standard for educational excellence.”

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



Military Friendly® Data Snips:

1. **17th** annual list of Military Friendly® Schools
2. As of the 1st released list for 2026-2027 Military Friendly® Schools 878 Schools have received the Designation as a 2026-2027 Military Friendly® Schools
3. 2026-2027 Military Friendly® Schools cycle had over 3200 school Participants.
4. As of the 1st released list for this year, 730 Schools are recognized as 2026-2027 Military Spouse Friendly® Schools
5. Over 70% of the Military Friendly schools list offer waived application fees or tuition discounts for Military Students.
6. 95% of the 2026-2027 Military Friendly® Schools offer flexible learning paths for Military Students, such as Evening Programs, Weekend Programs, Flex Learning, Credit for Military Experience, or accelerated courses.
7. 97% of the 2026-2027 Military Friendly® Schools provide training to staff and faculty members around Military Student Success.

Any Use of these data snips must be cited. “2026-2027 Military Friendly® Schools Data Snapshot” and link to [Militaryfriendly.com](https://www.militaryfriendly.com)



Boiler Plate



**NOT FOR RELEASE TILL
AFTER 3/25/26**

[Your School] Earns 2026-2027 Military Friendly Schools® Designation

CITY (3/25/26) — **[Your School]** announced today that it has earned the 2026-2027 Military Friendly® Schools Designation recognized as a **[Award Level]** School.

Institutions earning the Military Friendly Schools® designation were evaluated using both public data sources and responses from a proprietary survey. Over 3,200 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 community. Final ratings were determined by combining an organization's survey score, public data, and an assessment of the institution's ability to meet and exceed thresholds for student recruitment, retention, academic progress, graduation rates, career placement, and support services for veterans, transitioning service members, and military spouses.

[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 2026-2027 Guide to Military Friendly Schools® in the April 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 “2026-2027 Military Friendly School® ” but must follow case sensitivity as shown here and use the registered trademark (®) symbol placed after the word “Friendly,” or “School” For full usage and term guidelines, please refer to the [brand guidelines document](#) or the guide found at www.militaryfriendly.com



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

