



**FOR IMMEDIATE RELEASE**  
September 10, 2020

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## **Big Lots Point-of-Sale Donation Campaign Raises \$1.4 Million to Support National Veterans Memorial and Museum**

**(COLUMBUS, Ohio)** -- A point-of-sale donation campaign at more than 1,400 Big Lots stores across the country generated \$1.4 million to support the National Veterans Memorial and Museum. A first-time partnership for Big Lots and the National Veterans Memorial and Museum, the campaign ran the last two weeks of May in conjunction with the observance of Memorial Day.

"We are thankful to Bruce Thorn, Big Lots president and CEO, Army Ranger Veteran and National Veterans Memorial and Museum board director, for his innovative concept of a point-of-sale donation," said Lt. General Michael Ferriter, U.S. Army (Retired), president and CEO of the National Veterans Memorial and Museum. "We also are very appreciative to the many customers and associates who donated to support Veterans and their families."

Money raised through the campaign will help the museum sustain its work to connect, support and impact the lives of Gold Star families, Veterans and their families. This generous gift unlocks opportunities for all ages to learn more about our nation's history from the engaging stories of those who served our country.

Of particular focus will be the continued enhancement of strength and resiliency programming including remembrance ceremonies, walks and runs, a monthly Virtual Rally Point for Veterans and their supporters, and first-person perspectives of Veterans told through an Inspired Speaker Series and Veterans Voices panels. Originally available only as in-person experiences, these programs have expanded virtually during the pandemic and now reach tens of thousands across the country.

"During this stressful time, as we focus on the health and safety of our loved ones, our communities and ourselves, we are truly grateful that Big Lots and their customers stepped forward to support our efforts at the National Veterans Memorial and Museum," Ferriter added. "This overwhelming response demonstrates people across the country believe in our mission – to honor, connect, inspire, and educate."

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“The incredible success of this campaign is a testament to our kindhearted customers who join us in supporting and thanking Veterans and their families,” said Thorn. “Our community is a part of what makes us such a unique retailer.”

Located in Columbus, Ohio, the National Veterans Memorial and Museum opened its doors in October 2018 as the nation’s only museum dedicated to telling the stories of all Veterans from all branches of service during wartime and in peace.

“As a Gold Start Spouse, I find the National Veterans Memorial and Museum uniquely positioned to impact lives of Veterans and their families,” said Master Sgt. Jennifer R. (Loredo) Ballou, U.S. Army (Retired), a certified professional life coach and founder and CEO of A Joyful Life With Jennifer, LLC, which helps women Veterans and military spouses navigate change.

“It is a place where I can not only connect and find support with those who have had similar experiences, but it also offers a tremendous platform to educate – something I have been able to take advantage of as a past Memorial Day keynote speaker and as a participant on a recent strength and resiliency Facebook Live discussion,” Ballou added.

#### **About the National Veterans Memorial and Museum**

The National Veterans Memorial and Museum takes visitors on a narrative journey telling individual stories and shared experiences of Veterans from all military branches throughout history. The Memorial and Museum also honors the sacrifices of men and women in service and their families. History is presented in a dynamic, participatory experience with photos, letters and personal effects, multimedia presentations, interactive exhibits, online events and digital content. Together, these elements link our national story to the larger context of our world. For more information, visit <https://nationalvmm.org/>

#### **About Big Lots, Inc.**

Headquartered in Columbus, Ohio, Big Lots, Inc. (NYSE: BIG) is a neighborhood discount retailer operating over 1,400 stores in 47 states, as well as a best-in-class ecommerce platform with expanded capabilities via BOPIS, curbside pickup, Instacart and, now, PICKUP with same day delivery. The company’s product assortment is focused on home essentials: Furniture, Seasonal, Soft Home, Food, Consumables, Hard Home, Electronics and Toys & Accessories. Big Lots’ mission is to help people Live BIG and Save Lots. The company strives to be the BIG difference for a better life by delivering unmatched value to customers through surprise and delight, being a "best place to work" culture for associates, rewarding shareholders with consistent growth and top-tier returns, as well as doing good in local communities. For more information about the company, visit [www.biglots.com](http://www.biglots.com).

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**Photo Identification from L-R:** Jonica Armstrong, Big Lots; Bruce Thorn, Big Lots; Lt. General Michael Ferriter, National Veterans Memorial and Museum; Candace Brady, National Veterans Memorial and Museum; Jeremy Ball, Big Lots.