



## NEWS RELEASE

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CONTACT: Sarah Acer  
[sarah@foundobjectsite.com](mailto:sarah@foundobjectsite.com)  
646-470-9151

### **Health-focused Veteran's Campaign Fosters Community, Delivers Impact** *Spike TV and Found Object Campaign Nominated for 2016 Social Good Award*

**New York, NY** — Found Object's campaign [Veterans Operation Wellness \(VOW\)](#) for Spike has recently been nominated for two [Cynopsis Media Social Good Awards](#). The Awards recognize media companies and industry professionals that give back to the public through media and branding campaigns, including social and environmental impact campaigns, awareness initiatives, and corporate/nonprofit partnerships.

Found Object's VOW: [Civilian Military Combine](#), is nominated for best spot and showcases the enduring benefits that veterans enjoy from competing in the strength and endurance competitions of the same name. The VOW: *Celebrity PSA* is nominated for Best Public Service Announcement and asks viewers to make their own vows in support of veterans' health.

Sharing stories like these is fundamental to Spike's VOW campaign to encourage veterans to commit to their health and wellness through promotion of physical fitness, community activities, and other wellness resources.

"We want veterans, whether they're wounded or not, to get out there and use fitness as a tool to motivate themselves, to get their life back on track, as opposed to [using] narcotics or other medication," says retired Army Staff Sergeant Brendan Ferreira. Ferreira, who lost his arm in a blast while serving in Afghanistan, is featured in the VOW: *Civilian Military Combine spot* and is a vocal advocate for veteran wellness, initiatives including VOW and Yellow Ribbon Fund's TUF (Take Up Fitness) Team.

For returning soldiers like Ferreira, these fitness programs encourage not only physical and mental health, but foster an important sense of community among veterans.

"One of the most difficult things for soldiers exiting the military is you don't have that same family...that same fraternity that you had before. And if you're a wounded warrior, it's twice as difficult," says TUF Team Veteran Ambassador, Alex Moore.

VOW strives to make a real world impact in the lives of veterans across the country. In addition to donating funds to multiple non-profit partners the campaign has generated

national awareness around the issue of long term veterans' health. In addition, VOW has orchestrated unique events that have allowed veterans and civilians alike to get active and build a sense of community around physical fitness.

Based in Brooklyn, the creative agency behind the nominated initiative – [Found Object](#)— has worked with Spike to create on-air programming, tent pole events, a digital footprint and over 3 dozen videos for VOW and its predecessor [Hire a Vet](#), during its five-year partnership with Viacom and Spike TV.

“Our Found Object team shares Viacom’s deep commitment to veterans and we are incredibly proud to have the opportunity to work with Spike to create meaningful programs that inspire and connect veterans to services, networks and opportunities within their community,” said Charile Sadoff, partner at Found Object. “We are sincerely grateful to have our team’s work recognized alongside the outstanding work of many of our colleagues who also work in the social impact space,” Sadoff added.

The Cynopsis Media award ceremony will take place on April 7, 2016 at the Yale Club in New York City. For more information, visit: <http://www.cynopsis.com/event/2016-sga-event/>.

**About Found Object:** Founded in 2010, and headquartered in Brooklyn, Found Object is a creative agency that develops story-led social impact campaigns that inform, inspire and influence. With backgrounds in documentary filmmaking, organizational communications and content strategy, the Found Object team is a collective of passionate storytellers, designers, producers and strategists who believe great stories can actually change the world. From corporate citizens to government agencies, Found Object partners with organizations to authentically bring to life powerful stories of businesses, innovative partnerships and individuals making a difference. To learn more about Found Object, visit [www.foundobjectsite.com](http://www.foundobjectsite.com) or follow us @FoundObjectFilm.

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