



VFW's Campaign to Highlight Members Wins International Honor

This award is a testament to our members' lifelong commitment to service

Aug 16, 2022

KANSAS CITY, Mo. – The VFW is pleased to announce its #StillServing campaign has been named the winner of the Gold Stevie[®] Award in the Communications or PR Campaign of the Year - Non-Profit/Charity category in the 19th Annual International Business Awards[®] (IBAs).

The International Business Awards are a premier business awards program. The 2022 IBAs received more than 3,700 entries from organizations across 67 nations and territories representing a wide range of categories to include Company of the Year, Marketing Campaign of the Year, Best New Product or Service of the Year, Startup of the Year and Corporate Social Responsibility Program of the Year, among many others.

"I want to thank all those who've adopted spirit of the campaign and worked to push it forward," said VFW National Commander Tim Borland. "#StillServing represents the heart of the VFW and its members, and conveys what today's VFW truly embodies. Being recognized on an international level lets the world know of America's veterans lifetime commitment to service."

The VFW launched the #StillServing campaign in February 2020 to bring attention to and honor the continued commitment and sacrifice of America's veterans. This awareness campaign showcases how veterans continue a life of service and how their ongoing contributions are positively impacting our society.

Stevie Award winners were determined by the average scores of more than 300 executives

NATIONAL HEADQUARTERS

406 W. 34th Street
Kansas City, MO 64111
Office 816.756.3390
Fax 816.968.1157

WASHINGTON OFFICE

200 Maryland Ave., N.E.
Washington, D.C. 20002
Office 202.543.2239
Fax 202.543.6719

info@vfw.org
www.vfw.org

worldwide who participated in the judging process in June and July. The judges noted, “[#StillServing is a] Powerful idea and concept that helps rebuilding the image and perception around a whole collective like the war veterans in the U.S.”

The VFW encourages all veterans to share their stories on social media using #StillServing to show how they continue to answer the call to serve in ways big and small.

Details about The International Business Awards and the lists of Stevie Award winners are available at StevieAwards.com/IBA.

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About the VFW: The Veterans of Foreign Wars of the U.S. is the nation's largest and oldest major war veterans organization. Founded in 1899, the congressionally chartered VFW is comprised entirely of eligible veterans and military service members from the active, Guard and Reserve forces. With more than 1.5 million VFW and Auxiliary members located in nearly 6,000 Posts worldwide, the nonprofit veterans service organization is proud to proclaim “NO ONE DOES MORE FOR VETERANS” than the VFW, which is dedicated to veterans’ service, legislative advocacy, and military and community service programs. For more information or to join, visit our website at vfw.org.

About the Stevie Awards: Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at StevieAwards.com.