

More Military news...

SSG Travis Strong (USA, Ret.) named Bass Pro Shops 100 Homes Challenge recipient of fully furnished and decorated home; Presentation set for November 15 in Haslet, Texas

Hundreds of patriots will be waving flags as Meredith Iler, David Grove, and TK Klund officially present the keys to a fully adapted, accessible home for amputee SSG Travis Strong (USA, Ret). They will escort the hero and other dignitaries into the fully furnished and fully decorated home.

The event is scheduled for Wednesday, November 15 at 10:00 a.m. in Haslet, Texas.

Special guests are Meredith Iler — Founder, Helping a Hero

“I remember the smoke, the smell, the fire, and everyone yelling,” Strong said. “When I looked down and saw my right leg was gone and my left leg was mangled, I began to black out.” Strong flat-lined four times on the way to Camp Liberty, and when he woke, the battalion commander reassured him, “You’re still with us. You’re alive.”

Home Program; David Grove — Regional President, Lennar; and TK Klund — USAF Veteran, CEO and Founder at Verve Systems, LLC

SSG Travis Strong always had a passion for speed and adventure. He grew up playing football as a strong safety, racing dirt bikes, and even competing in MMA fighting (open class level).



In 1997, he joined the U.S. Army and followed in the footsteps of his stepdad, who served in Vietnam. When the planes hit the World Trade Center on 9/11, Strong re-enlisted with the Army’s First Stryker Brigade and deployed to Iraq.

During his second deployment in 2006, Strong’s unit was on night patrol when a powerful EFP (Explosively Formed Penetrator) bomb engulfed the vehicle.

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the way to Camp Liberty, and when he woke, the battalion commander reassured him, “You’re still with us. You’re alive.”

As Strong began his long road to recovery, he went through every emotion: Anger, sadness, depression, and despair. Strong encourages others to overcome adversity. He embraces his name as a birthright and is committed to proving you can live life and BE STRONG!

SSG Strong loves to pay it forward. He teaches and trains others with disabilities to compete in adaptive sports at the

Adaptive Training Foundation. He skis, he has completed three marathons on handbikes, he competes in Spartan races, and every day, he commits to live the best life he can. Helping a Hero worked closely with Lennar to adapt the two-story Freedom Plan, which includes four bedrooms and three bathrooms. It is a Next Gen model that will enable Strong to host other veterans while training them for adaptive sports. It is only the 2nd two-story home ever built by Helping a Hero for a double amputee. He used the stairs to train and demonstrated he could get to the top of the stairs and back down in under 11 seconds. Travis is ex-

cited to move into their new home, where he can be totally independent.

ABOUT HELPING A HERO: Helping A Hero is one of the top national charities building specially adapted homes for qualifying service members through partnerships with builders, suppliers, patriots, and veterans. Helping a Hero strives to engage the community in providing services and resources for our wounded heroes and their families. Additionally, Helping A Hero provides support programs such as marriage retreats, caregiver retreats, recreational activities, and emergency needs grants.

JOIN THE 100 HOMES CHALLENGE

Johnny Morris, founder of Bass Pro Shops and noted conservationist, has pledged 25% of the cost of the next 100 Homes and invites the American people and companies alike to join him in the 100 Homes Challenge. The public is invited to “Nominate a Hero,” wounded heroes needing adaptive housing from the post 9-11 Global War on Terror are invited to complete our “Home Application.” Both forms are available on our website to be completed online at helpingahero.org.

NFL strengthens commitment to military community thru Salute to Service ... from sports-Military page 2

Foundation (BWF) in support of the USA Wheelchair Football League. The donation, made on behalf of the NFL Extra Points Reward Program, represents Bread Financials third year supporting Salute to Service and our shared commitment to help veterans live more stable and successful lives.

On-Field Salute to Service Weeks 9-11

Salute to Service comes to life on-field with stencils, banners, goal post wraps, game balls, helmet decals, and New Era and Nike gear. Salute to Service apparel is available for purchase at NFLShop.com and in stadium retail stores. The NFL does not profit from the sale of Salute to Service products. All charitable contributions are donated to the NFL's Salute to Service partners.

Fans can also bid on authentic, game-worn gear and other memorabilia to raise money for the NFL's Salute to Service partners. Text STSBID to 635635 and opt-in or visit NFL.com/Auction to bid.

We See You

The Salute to Service PSA is a part of the “We See You” campaign returning this season focusing on the concept of Everyday Strength. This year's spot features Los Angeles Chargers' defensive end Morgan Fox.

The spot recognizes that while much of the military community watches our teams and sees NFL players' strength on gameday, the NFL family likewise sees the strength of and sacrifices made by those currently serving to defend our country and by our nation's veterans.

NFL's Salute to Service Part-

ners

Tragedy Assistance Program for Survivors (TAPS) – The NFL partners with TAPS to fund programs that support the families of fallen military service members. Thousands of survivors can access services to support all those grieving the loss of a military loved one. Through the partnership, more than 6,000 survivors who are part of TAPS have been able to participate in NFL events and honor their fallen loved one(s). The NFL is also working to fund the TAPS Young Adult Program and the TAPS Military Mentor Program. The Pat Tillman Foundation (PTF) – To help honor leaders who exemplify Pat Tillman's enduring legacy of service, the NFL partners with PTF, which has provided more than \$34 mil-

lion in academic scholarships and lifelong leadership development to nearly 900 Tillman Scholars.

Wounded Warrior Project® (WWP) – The NFL partners with WWP to provide over 250,000 wounded veterans and family members access to free programs and resources in mental health, financial and career counseling, and long-term rehabilitative care. The NFL has honored countless warriors through connection events at regular season games, the NFL Draft and the Super Bowl. In addition, the NFL helps warriors and their families through impactful WWP programs like Project Odyssey®, which uses adventure-based learning to empower veterans with invisible wounds to push beyond their comfort zone, increase resiliency and build relationships. Since 2011, the NFL has donated more than \$11 million to help injured veterans and their families tackle their next mission in life.

Bob Woodruff Foundation (BWF) – Since 2018, the NFL and the BWF have made a measurable impact in the lives of more than 600,000 service members, veterans, their families and caregivers. The NFL and Bob Woodruff Foundation partnership is designed to optimize the positive impact that the NFL and its 32 clubs have on the veteran community by leveraging BWF's na-

tional network. To date, BWF has invested over \$11.3 million in 89 grants to best-in-class organizations supporting veterans and their families through NFL-BWF Healthy Lifestyles and Creating Communities and NFL-BWF Pipeline Grants. The NFL and BWF also invested over \$330,000 in 46 states to ensure communities across the country were equipped to support the service members, veterans, families and caregivers in their area during the COVID-19 pandemic.

United Service Organizations (USO) – For more than half a century, the USO and the NFL have partnered to express gratitude to the people who serve in the U.S. military and to bring communities of fans and supporters together to give more than thanks to the military. Leveraging American football as the cornerstone of the partnership, the USO and NFL honor, empower and connect service members and military families. Through support of USO center expansions, holiday programming and a variety of other events and activations, the NFL helps to deliver sports, entertainment and gaming to service members across the world. Since 2007, NFL players and coaches have traveled on USO Tours to 28 countries to meet and thank more than 110,000 service members.

For more information on Salute to Service, visit NFL.com/Salute.

Miami Dolphins and Kansas City Chiefs is most-watched NFL Network International Game on record

Viewership of 9.6 million across TV & Digital –

Up +66% versus 2022 Week 10 Munich game

Average Minute Audience on NFL+ and NFL digital platforms hits 465K –

Highest International game digital AMA on record

INGLEWOOD, Calif. — Nov. 7, 2023 — Viewership for Sunday's game featuring the Kansas City Chiefs' 21-14 win over the Miami Dolphins in Frankfurt was 9.6 million viewers* (TV+Digital) – making it the most-watched NFL Network International game on record.

The 9.6 million viewers for Dolphins-Chiefs is up +66% versus the 2022 Week 10 game in Munich featuring the Seattle Seahawks versus the Tampa Bay Buccaneers (5.8 million). Season-to-date, the three International games on NFL Network are averaging 6.5 million viewers (TV+Digital), up +20% versus the 2022 International three-game average (5.4 million).

Digital streaming across NFL+ and NFL digital platforms delivered an average minute audience of 465K – making it the highest International game digital AMA on record and up +80% versus the 2022 game in Munich (259K). Season-to-date, the three International games on NFL Network are averaging a digital AMA of 332K, up +25% versus the 2022 International three-game average (266K).

The 2023 International Games conclude on Sunday, Nov. 12 at 9:30 a.m. ET with the Indianapolis Colts versus New England Patriots from Frankfurt exclusively on NFL Network and also available to stream across devices on NFL+.

*The 9.6 million viewers on TV+Digital number does NOT include OTA viewership from the Miami and Kansas City markets.

Honor and Salute our Veterans on November 11th.

Watch for The Mid-South Tribune's Education & Economics Special Edition.

Email news and photos to MSTnews@prodigy.net

Email business news to MSTbusiness@prodigy.net

Also, watch for The Mid-South Tribune's 29th Annual Black History Month Special Edition in February 2024

gobble! gobble!

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with Cops

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NOVEMBER 11TH

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