

Country Music Superstar Joins VFW in Asking America to 'Return the Favor'

Just \$1 puts \$1,585 in the hands of veterans and ensures lifetime access to care

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Kansas City, Mo. — The Veterans of Foreign Wars (VFW) alongside John Rich and his Redneck Riviera brand announced today a new opportunity for American's to help ["Return the Favor"](#) to our nation's veterans for their commitment and dedication to ensuring our freedom.

The highly successful VFW Return the Favor campaign is back, this time leaning on influencers and peer-to-peer sharing to provide much needed funding to the VFW's National Veterans Service (NVS) program. The program provides expert, VA-accredited representation to veterans throughout the VA claims process to secure their earned benefits and compensation and is available to all veterans completely free of charge.

Supporters are urged to donate, join an existing fundraising team or create their own at [VFWReturntheFavor.org](https://www.vfw.org/returnthefavor).

"When I learned that the VFW could turn a \$1 donation into \$1,585 for a veteran, and make certain they have access to resources and care for life, I had to get involved," said country music industry leader John Rich. "That is the greatest multiplication of a donation that I've ever heard, and this is a truly meaningful way to give back to those who've given so much for all of us."

Each year the VFW's worldwide cadre of accredited representatives assist thousands of veterans in filing their VA claims, recovering more than \$13 billion in VA benefits and compensation on their behalf annually.

"We couldn't be happier to have John's support in spearheading this effort to help more veterans secure what they're owed," said VFW National Commander Duane Sarmiento. "His reach and influence are sure to bolster our program, and the timing here is especially

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important because it comes at a time when [Claim Shark](#) companies are working to prey off veterans more than ever before.”

John Rich is a multiplatinum hit generator and music industry leader. Whether through a raucous party anthem or a sober reflection on hard times in the heartland, Rich’s ability to capture the American zeitgeist in song has made him one of the most successful and prolific entertainers in the music industry today. In 2014, Rich launched his [Redneck Riviera](#) brand aimed to celebrate the men and women who make America the greatest nation in the world. It encourages Americans to “Turn up the music and celebrate the land of the free, home of the brave.”

The VFW has more than 2,300 VA accredited representatives operating on every U.S. military installation, throughout all 50 states and abroad. Commonly referred to as VFW Accredited Service Officers, representatives participate in continuous training and meet the highest moral and ethical standards needed to obtain accreditation by the Department of Veterans Affairs (VA), making it legal to assist veterans with filing a claim. They develop veterans’ VA claim by reviewing and applying current law, pertinent legislation, regulations and medical histories, assisting in filing for disability compensation, rehabilitation and education programs, pension and death benefits, and employment and training programs. This service is available to all veterans, dependents and survivors free of charge. No VFW membership is required.