

# Press Kit



# About

---

## **Mission**

We enhance the lifestyles of our military community members by advocating with our partner brands for the creation of exclusive offers that recognize their service.

## **Vision**

To deliver outstanding customer experiences and everyday value exclusively for our military community members around the world and lifetime customer relationships with the companies who share our vision.

## **Contact us**

[press@veteransadvantage.com](mailto:press@veteransadvantage.com)

# Our Service

---

## **VetRewards**

At our premium tier, the greater military community and their families discover our most desirable discounts and benefits from top retailers and airlines, created exclusively for our premium subscribers. Receiving those offers is easy with the VetRewards Card, flexible plans, and priority assistance. The discounts and benefits enjoyed at this level are seamlessly redeemed via MilVetID, ensuring a first-class experience for military customers.

## **MilVetID**

MilVetID is a military verification solution that quickly qualifies military customers, guaranteeing the integrity of your offers and protecting them from dilution. As the gateway to an optimized commerce experience, it's an embeddable, secure, and easily-implemented product. Partners can customize and enhance the verification process by integrating with our APIs, while customers enjoy a fast, frictionless path to discovering and redeeming offers. We're as close to instant, real-time verification as you can get, qualifying customers in minutes, not days.

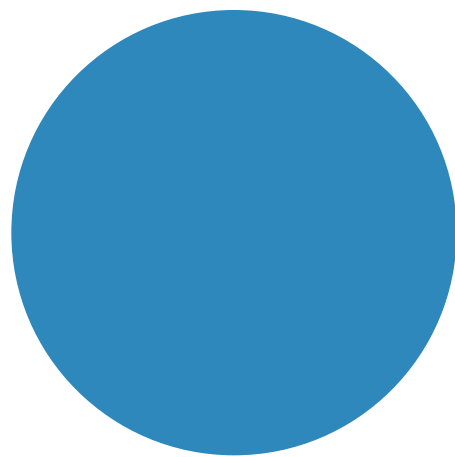
# Logo

---



# Colors

---



**Patriot Blue**

HEX: 2E88BC

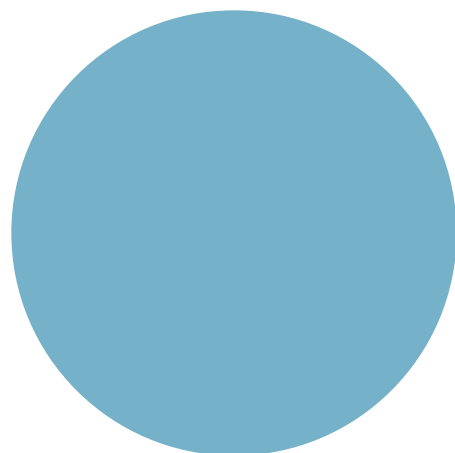
RGB: 46, 136, 188



**Freedom Red**

HEX: E14227

RGB: 225, 66, 39



**Honor Light Blue**

HEX: 75B1C9

RGB: 117, 177, 201

# Social Links

---



**Facebook**

[www.facebook.com/vetrewards](https://www.facebook.com/vetrewards)



**Instagram**

[www.instagram.com/veteransadvantage](https://www.instagram.com/veteransadvantage)



**X**

[www.twitter.com/vetrewards](https://www.twitter.com/vetrewards)



**YouTube**

[youtube.com/@VetRewards](https://youtube.com/@VetRewards)



**LinkedIn**

[www.linkedin.com/company/wesalute/](https://www.linkedin.com/company/wesalute/)



**TikTok**

[www.tiktok.com/@wesaluteofficial](https://www.tiktok.com/@wesaluteofficial)

# Rebrand

---

## **Same mission, new uniform**

On behalf of our team, we are excited to announce great news at Veterans Advantage, as we are about to become WeSalute.

After 25 years as Veterans Advantage, you will soon see us in our new attire, dressed for service as WeSalute!

With WeSalute, our longstanding efforts with Veterans Advantage to deliver greater respect, recognition, and rewards for service to our country will continue to shine.

WeSalute will move forward in creating outstanding member experiences, exclusive savings, and trusted benefits as A Real Thank You to all who serve.

Visit [hello.wesalute.com](https://hello.wesalute.com) to learn more.

