

## For Immediate Release

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## County to Launch Veterans' Discount Program

### Anaren Corporation Steps Forward as Corporate Sponsor

**Syracuse, NY**—Onondaga County is reaching out to county businesses and merchants to encourage participation in a discount program designed to recognize and thank military Veterans for their sacrifices and service to our country. Anaren Corporation, of East Syracuse, will serve as the corporate sponsor for the program.

As part of the "RETURN THE FAVOR" Discount Program (Find & Assist Vets of Record), eligible county residents will be issued an I.D. card by the County Clerk's office identifying them as a qualified honorably discharged Veteran of any of the U.S. Armed Forces. Participating county merchants would agree to honor the card by providing these Veterans with a discount on purchases and services, or some other special offer.

The program is a joint project of the County Clerks Office, Onondaga County Veterans Service Agency and the Veterans Advisory Committee of the County Legislature. As the corporate sponsor, Anaren will provide funding for printing, supplies and other needed start up costs.

"Anaren is proud to support this important effort to give something back to those who have put themselves in harm's way for our country," says John Hoeschele, Anaren's government relations manger. "As a defense contractor who shares their mission, albeit through the development of military technology, we are especially aware, and appreciative, of their sacrifice."

The Onondaga County Veterans Discount Program will provide an attractive, professionally designed, window poster identifying the merchant or business as a participant in this initiative. Participating businesses' names, addresses, web link and discount particulars will be listed on a dedicated page on the County's website. Card holders will be encouraged to check the list often for offers and updates. Plans call for first cards to be issued beginning in November.

County businesses and merchants interested in participating or helping to sponsor the program should contact the Onondaga County Clerks Office at 435-2227 or the County Veterans Service Agency at 435-3217.