



OFFICIAL MILITARY APPRECIATION PARTNER OF THE NHL®



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For Immediate Release

## Navy Federal Named Official Military Appreciation Partner of the NHL

VIENNA, Va. (Nov. 1, 2018) – [Navy Federal Credit Union](#) and the National Hockey League (NHL®) have entered into a multi-year U.S. partnership to recognize and support veterans, active duty servicemembers and their families at NHL tentpole events, in broadcast and across the NHL’s digital platforms.

As the Official Military Appreciation Partner of the NHL, Navy Federal Credit Union will serve as the presenting sponsor of the inaugural NHL Veterans Appreciation Night™ broadcast on Nov. 7 on NBCSN. The NHL and Navy Federal Credit Union will honor retired servicemembers during the Wednesday Night Hockey broadcast doubleheader, which begins at 7 p.m. ET with the Pittsburgh Penguins-Washington Capitals game followed immediately by Nashville Predators-Colorado Avalanche. In addition, to commemorate Veterans Day and this new partnership, Navy Federal Credit Union will make a special donation to the American Freedom Foundation (AFF) to support veterans with their career transitions.

“This partnership makes total sense for Navy Federal and the NHL– we share similar values, focused on forming meaningful relationships,” said Navy Federal Senior Vice President of Marketing & Communications Pam Piligian. “There is a strong sense of camaraderie within the NHL, which is something that so many of our members are very familiar with from their time serving our country.”

“It is important to us at the NHL that we show our active duty military, veterans and their families how much we appreciate them and all they have done for our country,” said Max Paulsen, NHL Director of Business Development. “Our new partnership with Navy Federal Credit Union gives us the chance to do that through both contributions to support transitioning veterans and a significant presence at our major events and game broadcasts. This is a great fit in terms of shared values and goals and we look forward to engaging Navy Federal with NHL fans in many meaningful ways.”

As part of this partnership, the NHL and Navy Federal have launched “Stick Tap for Service,” a digital destination for veterans, active duty servicemembers and their families to share personal stories of how hockey has impacted their lives.

Navy Federal will also be an official partner and the presenting sponsor for military-themed ceremonial elements at the NHL Winter Classic®, the NHL® All-Star Weekend and the NHL Stadium Series™. Navy Federal branding will be integrated into several League assets throughout the 2018-19 season, including dashboards, jumbotron and in-game broadcasts.

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**About Navy Federal Credit Union:** Established in 1933 with only seven members, Navy Federal now has the distinct honor of serving over 8 million members globally and is the world's largest credit union. As a member-owned and not-for-profit organization, Navy Federal always puts the financial needs of its members first. Membership is open to all Department of Defense and Coast Guard Active Duty, veterans, civilian and contractor personnel, and their families. Dedicated to its mission of service, Navy Federal employs a workforce of over 18,000 and has a global network of 323 branches. For more information about Navy Federal Credit Union, visit [navyfederal.org](http://navyfederal.org).

**About the NHL:** The National Hockey League (NHL®), founded in 1917, consists of 31 Member Clubs, each reflecting the League's international makeup with players from more than 20 countries represented on team rosters, vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year, the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 151 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat and YouTube; and more than 100 million fans online at NHL.com. The League broadcasts games in more than 160 countries and territories through its rightsholders including NBC/NBCSN and the NHL Network in the U.S., Sportsnet and TVA in Canada, Viasat in the Nordic Region and CCTV and Tencent in China. The NHL reaches fans worldwide with games available online in every country including via its live and on-demand streaming service NHL.TV™. Fans are engaged across the League's digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio; and on [NHL.com](http://NHL.com), available in eight languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League's inception, powered by SAP. The NHL is committed to building healthy and vibrant communities through the sport of hockey by increasing youth participation and engagement; fostering positive family experiences; promoting inclusion, positive culture and leadership; and supporting sustainable community impact.

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