

**Family Video Movie Club, Inc.
FOR IMMEDIATE RELEASE**

Family Video Announces:
“Operation: Entertain the Troops”
Goal of 1 MILLION MOVIES for soldiers serving in Afghanistan and Iraq

Family Video has teamed up with customers to form “Operation: Entertain the Troops.” The video rental chain, based in Glenview, IL, plans to ship 1,000,000 movies before the end of November to entertain the members of our armed forces stationed overseas.

Already, a large supply of DVD movies has been in heavy rotation at numerous U.S. military bases throughout Iraq and Afghanistan, according to Keith Hoogland, Family Video Owner and President. “A great many of our troops and their families have been renting movies from Family Video for years. We want to maintain that relationship by duplicating the Family Video experience for them,” Hoogland said. “This is our sincere ‘thank you’ for their dedication to our country’s safety and freedoms.”

Movies are collected and distributed by Family Video personnel to local military bases for transport overseas. US soldiers in Bagram, Afghanistan were happy to receive a generous selection of movies from the Family Video location in Sumter, SC. Ed Sebbas of the Houghton, MI Family Video store commented, “My brother served in Afghanistan and told me that the best part of his day was the movie before bed.”

Family Video store personnel have established a long history of community involvement. All store managers organize local events on a regular basis, including food drives, costume-themed contests, and adopt-a-pet initiatives, to name just a few popular themes. One manager spearheaded the collection of movies for a U.S. military base, and the program was so successful, it was taken chain-wide in time for the holidays.

Family Video has created a number of options for customers who would like to participate in the program. Customers may donate films from their own collections, or purchase movies for only \$2. All participants have the opportunity to add a personal touch to their donation with a hand-written note for the troops to read.

For more information about the program:

Contact: _____

Phone: _____

Email: _____