



Founded by Vietnam Veterans

**MEDIA CONTACT:**

Albert H. Mercer  
Veterans Leadership Program of Western Pennsylvania  
412-481-8200  
mercera@vlpwpa.org

FOR IMMEDIATE RELEASE

**GIVING BACK: Wireless Zone Selects Veterans Leadership Program of Western Pennsylvania to Support Through Partnership**

**Pittsburgh, PA.**—The Wireless Zone Foundation for Giving has chosen the Veterans Leadership Program of Western Pennsylvania (VLP) to partner with in 2011 and beyond to support their mission to provide essential housing, employment, and other vital supportive services to eligible veterans, service members and their families to improve self-sufficiency, sustainability and quality of life.

“The last couple of years has been difficult for everyone, we are so grateful that Wireless Zone has selected to partner with the Veterans Leadership Program of Western Pennsylvania,” said Al Mercer, Executive Director of VLP. “It’s not just about the generous donations that Wireless Zone will make; it’s about the support they will share with us that will be so critical in helping us fulfill our mission.”

Because Wireless Zone is 100% committed to the Veterans Leadership Program of Western Pennsylvania, in addition to contributing a percentage of sales from new cell phone activations and upgrades to the Foundation quarterly, the franchise owners will also contribute a portion of sales from every new activation or upgrade that comes from a coupon that is distributed by the Veterans Leadership Program.

Wireless Zone is the nation’s largest wireless retail franchise partnered exclusively with Verizon Wireless services and products. There are 32 Wireless Zone retail locations in the Pittsburgh market supported by four franchise owners: Bob Musser, Joe DeSimone, Jeff Swackhammer, and Bryce McDowell.

“Each Wireless Zone franchise owner feels a profound sense of responsibility to make an impact on its community,” Bob Musser, a Pittsburgh-area Wireless Zone franchisee, said. “We are extremely grateful for the sacrifices our Veterans and their families have made for our freedom, and feel that this is the least we can do to help them in their time of need. Partnering with the Veterans Leadership Program is the best way we could find to salute the estimated 300,000 veterans living and working in the Pittsburgh Region.”

**ABOUT VETERANS LEADERSHIP PROGRAM OF WESTERN PENNSYLVANIA**

In 1982, a group of Vietnam Veterans joined together to meet a need: Mills were closing, manufacturing jobs were disappearing, and many veterans were out of work and out of hope. For nearly 30 years, Veterans Leadership Program of Western Pennsylvania has brought renewed strength and self-reliance to veterans, service members, and their families who have selflessly served our nation and sacrificed on behalf of us all. For more information, visit [www.vlpwpa.org](http://www.vlpwpa.org)

**ABOUT WIRELESS ZONE**

Founded in 1988 as "The Car Phone Store", Wireless Zone has become the nation's largest premium wireless retail franchisor and was ranked the No. 1 franchise in its category by *Entrepreneur* magazine. Every store is independently owned and operated, exclusively offering Verizon Wireless products and services. In 2009, the 400+ unit franchise awarded more than 100 new franchise locations, setting a strong tone despite the rocky economy. Wireless Zone is a division of Automotive Technologies, Inc. For more information, visit [www.wirelesszone.com](http://www.wirelesszone.com).