

VETERANS INC. LAUNCHES NEW WEBSITE

Non-Profit Now on Facebook, Twitter and YouTube

WORCESTER, Mass., Aug. 28, 2010 – Veterans Inc., the largest provider of services to veterans and their families in New England, has launched a new website with a new address. The non-profit organization also has a new presence on social media sites Facebook, Twitter and YouTube.

The website features videos, “Success Stories” or case studies on formerly homeless veterans helped by Veterans Inc., and statistics on the organization and homelessness among veterans. The “Road to Recovery” page details the process veterans follow from the day they come to Veterans Inc. to the day they return to independent living.

Male and female veterans seeking emergency or transitional housing can download the housing application from the website, at their library or other computer access point. People wishing to volunteer or organize donation drives can download application forms, and people can donate to Veterans Inc. via a direct link to PayPal.

The site provides detailed information on Veterans Inc.’s case management, housing, employment and training, health and wellness, and outreach services. The News page has news releases, news articles, special event information, and the new Veterans Inc. newsletter, called Veterans Ink.

“We’re very excited about these new resources. We hope the new website becomes a valuable tool for all our audiences, including homeless veterans, other veterans in need, donors, volunteers, agencies and the media, as well as students, teachers and the general public looking for information on Veterans Inc. or homeless veterans,” said President and CEO Vincent J. Perrone.

The new website address is www.veteransinc.org. The old address, www.massveterans.org, takes visitors to the new site for now.

Social Media -- “You have to reach out to people the way they want to be reached. These days, that means Facebook, Twitter and YouTube,” said Perrone. Social media followers of Veterans Inc. will have access to company and industry news, event updates, special promotions and more.

To become a follower of Veterans Inc.:

- via Facebook, visit www.facebook.com/veteransinc and click on the Like button
- via Twitter, go to www.twitter.com, sign in, search on veteransinc1, and click on follow.

To view Veterans Inc.'s videos on YouTube, go to www.youtube.com and search on veteransinc11. To be notified when new videos are posted, go to a Veterans Inc. video and click on Subscribe at the top.

Veterans Inc. has helped more than 40,000 veterans with housing, employment and training, health and wellness, and outreach services since being founded in 1990. The organization is a national leader in ending homelessness among veterans, with one of the highest rates in the nation – 85% - for transitioning veterans out of homelessness. Its clinical case management approach earned Veterans Inc. a “Best Practice” citation from the U.S. Department of Labor and the National Coalition for Homeless Veterans, and two national awards for outstanding performance.

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