



## FOR IMMEDIATE RELEASE

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### **Minuteman Watches Sets Sights on Homes For Our Troops**

Watch company to donate a portion of each 2019 sale to veterans' charity

**(Chenoa, IL) – February 18, 2019** – Minuteman Watches believes it's time for our severely injured veterans to experience the joys of home ownership.

The Illinois-based watch brand recently selected Homes For Our Troops to be its 2019 nonprofit partner. That means that a portion of all sales of Minuteman watches for this year will go to help Homes For Our Troops build adaptive homes for severely injured post 9/11 veterans.

"Helping our veterans is one of the core principles of our company," says Minuteman Watches owner Thomas Carey. "We are honored to be able to some of our countries severely injured veterans with their recovery, and rebuilding their lives."

Born in 2012 as an offshoot of The CGA Company, Minuteman Watches has made supporting veterans a key part of its history. Each year, the company chooses a charity that works with veterans and their families as its fundraising partner. The company's A11 military watch is based off the A11 watch used by the U.S. military in WWII. Rather than copy the military's design, the company took an updated approach, featuring a stainless-steel case and luminous hands and dial. The watch has an Ameriquartz movement which is sourced and assembled in the United States.



“Everything we do is a salute to this great nation and the people who help defend it,” says Carey. “When our customers look at their watches, we want them to see more than just the time. We want them to see what makes this country special. Pride, precision, dedication and compassion – that’s what goes into each Minuteman watch.”



The Minuteman A11 watches normally retail for \$235, but the company is offering them for \$185 pre-sale to build momentum for its fundraising efforts.

To speak to Mr. Carey about Minuteman Watches, contact Minuteman Watches at [minutemanwatches@frontier.com](mailto:minutemanwatches@frontier.com).

**About Minuteman Watches:**

*Minuteman Watches was born in 2012 for three reasons: to create beautiful, hand-crafted, American made watches that will stand the test of time, to raise money for worthwhile charities that support veterans and their families, and to provide work for Americans. Those three principles have guided us every step since then, as Minuteman Watches have raised thousands for charities. To find out more about our watches and our mission, go to [www.minutemanwatches.com](http://www.minutemanwatches.com).*



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