

# News Release

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## **Fujitsu General America Launches July 4<sup>th</sup> Facebook Campaign to Support Our Country's Veterans**

### **Fujitsu to Donate \$1 to Operation Homefront for Every "Like" On the Fujitsu General USA Heating & Cooling Facebook Page Posted from July 1-8**

*Fairfield, NJ* (June 23, 2017) To honor our veterans this July 4<sup>th</sup> holiday, Fujitsu General America, a leading provider of premium, ductless combined cooling + heating systems for residential use, announced today the launch of a Facebook campaign created to offer much-needed support to our country's military families. Fujitsu will donate \$1 to Operation Homefront (up to \$15,000) for every "like" it receives on its [Fujitsu General USA Heating & Cooling](#) Facebook page generated from July 1 through July 8, and it encourages participants to help spread the word by sharing the post or uploading a photo of a friend or family member who served in the military.

Operation Homefront is a national 501(c)(3) nonprofit whose mission is to build strong, stable, and secure military families so they can thrive — not simply struggle to get by — in the communities they have worked so hard to protect. For over fifteen years, the organization has provided programs that offer: Relief (through critical financial assistance and transitional housing programs), Resiliency (through permanent housing and caregiver support services) and Recurring Family Support programs and services throughout the year that help military families overcome the short-term bumps in the road so they don't become long-term chronic problems.

"I can't think of a better way to commemorate our nation's independence this July 4<sup>th</sup> holiday than to pay tribute to the extraordinary men and women who devote their lives to maintaining it throughout history," said Andy Armstrong, vice president of sales and marketing for Fujitsu General America. "We hope everyone will join us in our quest to raise as much money as possible to enhance the lives of our most deserving American heroes."

"This is an exciting campaign because anyone can get involved through social media to support military families," said Jill Eskin-Smith, senior director of corporate and foundation partnerships for Operation

Homefront. "Many Americans care about our men and women in uniform, but they may not know how to show their appreciation. Fujitsu General America is making it easy for everyone to participate, and we are grateful for their partnership."

Participants can learn more about Fujitsu General America by visiting [www.fujitsugeneral.com/](http://www.fujitsugeneral.com/).

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### **About Fujitsu General America**

Fujitsu General America is a leading provider of premium, ductless cooling + heating systems for residential and commercial use. Also known as "mini-split" systems, Fujitsu's ductless heating, ventilation and air conditioning (HVAC) systems are more attractive, quiet and far more energy efficient than traditional, window-mounted air conditioning units, and do not require complex, expensive ductwork necessary for central air systems. Additionally, unlike central air systems, mini-splits allow for temperature control by individual room for maximum comfort and vastly improved energy efficiency.

The Fujitsu Halcyon mini-split lineup includes 36 single-zone systems with capacity ranges of 9,000 to 42,000 BTUs. Mix-and-match indoor unit styles of the multi-zone systems add thousands more combinations, allowing contractors and homeowners to create the perfect climate control for any sized space. For more information, call (888) 888-3424 or visit [www.fujitsugeneral.com](http://www.fujitsugeneral.com).

### **About Operation Homefront**

Founded in 2002, Operation Homefront is a national nonprofit organization whose mission is to build strong, stable, and secure military families so that they can thrive – not simply struggle to get by – in the communities they have worked so hard to protect. Recognized for superior performance by leading independent charity oversight groups, 92 percent of Operation Homefront expenditures go directly to programs that support tens of thousands of military families each year. Operation Homefront provides critical financial assistance, transitional and permanent housing and family support services to prevent short-term needs from turning into chronic, long-term struggles. Thanks to the generosity of our donors and the support from thousands of volunteers, Operation Homefront proudly serves America's military families. For more information, visit [OperationHomefront.org](http://OperationHomefront.org).