

**For More Information**  
Meredith Elkins  
Senior Vice President  
Marketing & Communications  
603.621.3551  
703.862.7174  
melkins@eastersealsnh.org

FOR IMMEDIATE RELEASE

## **Veterans Count Fashion Show A Runaway Success on the Runway**

*Funds were raised for veterans, service members, and their families.*

On Tuesday, September 21, over 150 participants gathered outside under clear skies at the McIntyre Ski Area in Manchester to watch 21 veterans and one Gold Star Mother model the latest fashions for the 5<sup>th</sup> Annual Beyond the Boots Fundraiser. All proceeds from the event supported Veterans Count, a program of Easterseals New Hampshire.

"We are really pleased with the turnout for this year's event," said Brian McLaughlin, the Veterans Count Executive Committee Chair. "We appreciate the veterans, business owners, sponsors, staff, and volunteers who made this evening possible. Together, we made a difference for New Hampshire veterans and service members in need."

Attendees enjoyed a color guard performance by the Manchester High School West Naval Junior Reserve Officer Training Corps and friendly banter from show emcees McLaughlin and former U.S. Senator Kelly Ayotte.

To close out the evening, U.S. Army veteran Ben Beauchemin was honored with the Veteran-Owned Business Award. Beauchemin started his custom firearms business, Wicked Weaponry, in Hooksett in 2012.

Beyond the Boots was sponsored by McIntyre Ski Area, Soil-Away Cleaning and Restoration Services, NH HVAC Systems Inc, Kurt Wick's Allstate Insurance, Colliers, RBC Wealth Management, PJ's Flowers & Weddings, Amerihealth Caritas NH, Blackwater Fire Suppression, Horizon Beverage, LeBlanc Heating, PSI Water, and Bedford Village Inn. Clothing was provided by Britches of Concord, Fabulous Looks Boutique, Fresh of Nashua, Indigo Blues & Co., Manchester Harley-Davidson, Men's Warehouse of Manchester, Millennium Running, Arnoldo Joseph Boutique in Bedford, Lilise Designer Resale, Proctor Ski & Board, and McIntyre Ski Area. Hair was styled by Danielle and Diane from Noun Studio and makeup was provided by Christine and Jessalyn.

The philanthropic arm of Easterseals Military and Veterans Services, Veterans Count provides critical, timely financial assistance and services to New Hampshire's service members, veterans, and their families to ensure their dignity, health, and overall well-being.

### **About Easterseals NH Military & Veterans Services**

Easterseals NH Military & Veterans Services was founded in 2007 to provide a safety net of critical case management and emergency financial assistance to meet the unexpected crises of service members, veterans, and their families. Emergency financial assistance, made available through Veterans Count, the philanthropic arm of our Military & Veterans Services program, is only utilized for emergency goods and services not available through other sources. For example, funds may be used for such items as rent assistance, gas, emergency food, transportation, and tools or training to secure employment. Last year alone, the program served more than 1,660 veterans, assisting them in accessing eligible benefits and services and obtaining employment and housing to build a sustainable, secure, and viable future. Our commitment is to give each veteran the dignity he or she deserves.

For more information about Easterseals NH programs and services visit, [easterseals.com/nh](http://easterseals.com/nh)

###