



**FOR IMMEDIATE RELEASE**  
**August 7, 2017**

Media Contact: Ruth Hayes  
Oak Hill  
[ruth.hayes@OakHillCT.org](mailto:ruth.hayes@OakHillCT.org)  
860.769.3834

Media Contact: Kimberly Macomber  
Cabela's, Retail Marketing Manager  
[Kimberly.macomber@cabelas.com](mailto:Kimberly.macomber@cabelas.com)

## **Veterans Count and Cabela's Launch New Partnership**

Hartford, CT – Veterans Count a program of Easterseals Coastal Fairfield County, An Oak Hill affiliate, and Cabela's, East Hartford, Connecticut announce that they have established a new partnership/initiative that will be focused on connecting Veterans to services and programs that will enhance their quality of life.

The initiative will have several components which will work together to address challenges that Veterans are faced with, such as the need for socialization, support and how to maneuver the VA system. Kim Macomber, Cabela's Retail Marketing Manager shared, "We are pleased to be launching a bi-weekly, in-store 'Veterans Canteen'™ and 'Rally Point CT'™ in late August. It will be one of several to open in Connecticut, and will be modeled after the WWII Hollywood Canteens." The first canteen will be located in Cabela's East Hartford store and will offer refreshments and an opportunity for Vets to connect with other Vets. To compliment the social aspects of the canteen, Cabela's staff will provide training courses in such areas as fly tying, boating safety, archery, camping, grilling, etc. Veterans Count will provide speakers to address questions relating to Veterans benefits, financial assistance and planning, and other relevant topics. For families accompanying the Veterans to the canteen, age appropriate activities will be provided. Karla Szarlan, General Manager, East Hartford Cabela's noted, "Veterans are very close to my heart. My Dad is a retired Air Force one-star Brigadier General who is now suffering from multiple issues. When Cabela's was approached by Veterans Count and I heard what they want to accomplish, I found myself asking "how can we help." This is truly a win-win for both organizations, and especially for the Veterans and their families. To express our appreciation to Veterans with photo ID, Cabela's is pleased to provide a 5% discount to this elite group of individuals."

Cabela's will also be providing assistance at Easterseals Camp Hemlocks, located in Amston, CT. They will be updating the archery range, assisting with the creation of a pellet gun shooting range, and more. A 'Cabela's Classroom' will also be established for use as a teaching center. Training will be provided on a myriad of topics identified by Veterans and military families. The camp which will also be serving as a Veterans Count destination site and engaging both Veterans and non-Veterans in activities such as kayaking, fishing, archery, etc. Steve Dunkle, Senior Director, Veterans Count, Military and Veterans Services of Connecticut, shared, "This is a phenomenal opportunity to provide much needed resources to the Veteran and Military community. We feel extremely fortunate that Cabela's caught on to our vision and wants to play a major role in making it happen. We can't thank them enough for their generosity and enthusiasm!"

###

**About Oak Hill:**

Oak Hill's mission is to set the standard, partnering with people with disabilities, to provide services and solutions promoting independence, education, health and dignity. The circle of care we deliver involves a continuum of services that helps guide our participants to increased independence and better health, over time. Our network supports people of all ages – from birth to seniors. Programs are in place for all levels of need. For up-to-date information about Oak Hill, please visit [www.OakHillCT.org](http://www.OakHillCT.org), [www.facebook.com/CIBOakHill](https://www.facebook.com/CIBOakHill), and on Twitter at @OakHillCT. The Connecticut Institute for the Blind (**dba Oak Hill**) is a 501(c)(3) not-for-profit corporation.

**About Veterans Count:**

Veterans Count is a program of Easterseals Coastal Fairfield County, An Oak Hill affiliate. Our mission is to provide critical and timely assistance and services to Veterans, service members and their families, to ensure their dignity, health and overall well-being. For more information contact Steve Dunkle at [steve.dunkle@oakhillct.org](mailto:steve.dunkle@oakhillct.org).

**About Cabela's:**

Cabela's is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since our founding in 1961, Cabela's® has grown to become one of the most well-known outdoor recreation brands in the world, and has long been recognized as the World's Foremost Outfitter®. Through our established direct business and our growing number of destination retail stores, we offer a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. We also issue the Cabela's CLUB® Visa credit card, which serves as our primary customer loyalty reward program. For more information contact Kim Macomber at [Kimberly.macomber@cabelas.com](mailto:Kimberly.macomber@cabelas.com).