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FOR IMMEDIATE RELEASE

Salute to Military Spouses Event – Building Your Best Military Life with Resources for Career, Family, and Wellbeing

Norfolk, VA: May 22, 2025 – Hampton Roads' Retail Alliance is partnering with Blue Star Families, Hampton Roads Veterans Employment Center, and Peninsula Council for Workforce Development, to hold its second annual **Salute to Military Spouses** event on Thursday May 29, 2025. Our platinum sponsor for this event is TowneBank.

This free exclusive event runs from 9:00 A.M. until 2:00 P.M., starting at Bryant and Stratton College in Peninsula Town Center, Hampton with military spouses from all branches of the military welcome to attend.

"This is the second year we've held this event and the first time we've held it on the Peninsula," remarked Jenny Crittenden, President & CEO of Retail Alliance. "We want to create an unforgettable day for our military spouses, focusing on discussions to navigate the military lifestyle, and to showcase the diversity and spirit of Hampton Roads' unique local retail community."

Sultan Camp, Director, Hampton Roads Veterans Employment Centers, added, "While service members protect our freedom, military spouses nurture its very foundation. They are the essential backbone, building their best lives and our strongest military. It's critical that our community lets them know that they are valued beyond lip service."

Agenda for the event is as follows:

9:00 - 9:30 AM: Registration & Networking Breakfast: Fueling Connections

Description: Check-in, continental breakfast, networking with military spouses and representatives from resource partners. The first 20 people to arrive on event day receive a free $25 Visa gift card to shop at any of the local stores and a Cure Coffeehouse gift card in their Welcome Bag!

9:30 - 10:30 AM: Empower Hour: Expert Insights & Actionable Strategies

Description: Expert panel will provide focused discussions and practical takeaways on: Career Forward-Landing meaningful employment and navigating the military lifestyle.

- Healthcare Made Simple: Understanding and utilizing Tricare benefits effectively.
- Education on the Move: Ensuring children's academic success through transitions.
- Community Strong: Finding their place and building support networks.
- Mindful Resilience: Accessing resources for mental health and well-being.
- Spousepreneurship: Taking the leap and building their own business.

10:30 -11:30: Resource Marketplace & Shop Local Spotlight: Support & Discover

Description: The Resource Marketplace connect milspouses with experts and gather information on key aspects of military spouse life. Have the chance to browse and support a fantastic array of cool and unique small businesses from the Newport News and wider Hampton Roads region, bringing a taste of our local flavor to the event.

11:30 AM - 2:00 PM: Shop & Shuttle: Community Outing with Lunch

Description: Boxed lunch while being shuttled around on a convenient hop on, hop off shuttle at a local shopping area. Support local businesses and continue networking with fellow spouses in a casual environment.

Door prizes will also be given out that include:

Freedom Boat Club - a gift basket and a free sunset cruise
The Escape Room - a $100 gift card
Barbara Redner, a Mary Kay consultant - Mary Kay gift basket
Bryant and Stratton College – Hampton, VA Campus - gift basket

Register today and get ready for a day of shopping, socializing, and relaxation specifically developed for military spouses.

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ABOUT RETAIL ALLIANCE

At Retail Alliance, we unite with merchantpreneurs for a thriving retail community through professional development, collaboration, innovation, a collective voice, and shared values, shaping the future of retail together. Retail Alliance champions for the retail industry and serves as the primary non-profit retail trade association in Hampton Roads. www.retailalliance.com