

GRUNT STYLE

FOR IMMEDIATE RELEASE

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Grunt Style Responds to Racist Remarks Made by Partnership for New Clothing Line

SAN ANTONIO, Tx., (Oct. 24, 2019) – Grunt Style has been made aware of an incident that involves our partnership with National Coalition for Homeless Veterans. It has been reported that the executive director of NCHV referred to 44th President of the United States, Barack H. Obama, with a vulgar slur that we do not condone at all. We instill pride, not racism. Our partnership with NCHV has been ended. Grunt Style has found a new partnership with the United States Veterans Initiative (U.S. VETS).

Grunt Style realizes that the executive director of NCHV made several remarks that can never be taken back. Grunt Style is a company whose only mission is to instill pride in three things: in self, in military, and in country.

“As a brand who honors anyone who has served, as well as our past, current, and future presidents, we do not support any form of racism. Whether it relates to our honored veterans or not,” Daniel Alarik, CEO of Grunt Style, said. “No number of apologies will replace the fact that someone Grunt Style trusted and partnered with to help, turned their back on not only our company but their organization.”

Grunt Style’s mission stays the same, to help make a positive impact on veteran homelessness. With this mission, we will continue to support our homeless veterans by partnering with U.S. VETS. An organization whose mission does not stop at homelessness but goes as far to reach out and provide treatments for mental and physical health problems as well as substance abuse.

“Grunt Style has ended our partnership with NCHV. We are now looking forward to our new partnership with the United States Veteran Initiative,” said Alarik. “We, as a company, sincerely apologize again for anyone who was hurt due to the vulgar words our past partner has used.”

Grunt Style will now begin to donate 60% of all revenue directly to U.S. VETS as well as any revenue generated from sales prior to this incident.

About Grunt Style:

To us, what you wear is more than just a necessity to be clothed. It's about attitude! We have taken the American fighting spirit and instilled it in everything we do. You don't have to be a Veteran to wear Grunt Style, but you do have to love Freedom, Bacon and Whiskey. We provide more than apparel, we instill pride.

PRIDE IN SELF, IN MILITARY, AND IN COUNTRY.

With nearly 400 US Veterans and Patriots, our mission is to deliver the highest quality, most Patriotic apparel on the planet, straight to your front door. Backed by our unbeatable lifetime guarantee, you will always be blown away by our products, our service, and our ability to America!

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