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## **USAA Sponsors The Rosie Network to Support Military Family-Owned Businesses**

*USAA Provides Funding to Support Rosie Network Technology Platform and Program Expansion to Increase, Promote and Connect Military Family-Owned Businesses to Consumers and Corporations Nationwide*

**SAN DIEGO (April 24, 2015)** – The Rosie Network (TRN), a San Diego based, nonprofit organization announced today a sponsorship from USAA to expand critical program support to thousands of military family-owned (military spouse & veteran) businesses providing products and services to consumers. USAA’s support will also enable the Rosie Network to increase supplier diversity opportunities with TRN supported family-owned businesses nationwide by raising awareness and marketing businesses to companies looking to engage with “military family-owned” businesses for contract services.

“We are honored by USAA’s support and value their ongoing commitment to support military families – transitioning service members, spouses and veterans - who are turning to small business ownership as a viable career option and creating much-needed financial stability for their families who already sacrifice so much,” states Stephanie Brown, Founder of The Rosie Network and spouse of retired Rear Admiral Tom Brown (Navy SEAL).

“The Rosie Network provides the American public a meaningful way to show their support by shopping military family-owned.”

Funding from USAA will enable The Rosie Network to continue to expand the network’s services and dramatically increase its membership of military-family owned businesses. TRN member businesses offer products and services from landscaping to law firms and everything in between. Over 70% of businesses registered on the network are woman-owned, either veterans or military spouses, two underserved segments in the country.

The Rosie Network was founded in 2012 by U.S. Navy SEAL entrepreneurial spouses to address the high unemployment rates of military spouses and transitioning veterans with the goal of strengthening today’s families through entrepreneurship. Like the iconic WWII “Rosie the Riveter,” today’s military entrepreneurs represent that “We Can Do It” spirit. Launched in February 2014, Rosie’s List search tool features over 2000 verified military family-owned businesses in every state, with new members joining daily. The “Rosie’s List” search engine makes it easy for the 70% of Americans who prefer to patronize veteran and military spouse-owned businesses to locate businesses around the country. The site also serves as the “go to” site for military entrepreneurs to provide critical online tools, promotion and marketing all supported by donations to TRN, like the USAA gift. The American public can shop with confidence on Rosie’s List as all businesses are required to verify their military affiliation.

### **About The Rosie Network**

The Rosie Network (TRN) was founded in 2012, by spouses of San Diego-based active-duty Navy SEALs in the spirit of that iconic World War II American military spouse, Rosie the Riveter. TRN is strengthening today’s military families by providing our veteran and military spouse business owners with the critical marketing tools, training and financial resources necessary to launch and/or grow their small businesses in the communities in which they live and serve. By leveraging our technology’s online marketplace and engaging in community outreach efforts, TRN is creating a link between our military entrepreneurs and today’s consumers. For more information about programs and services, or to donate to TRN, visit [www.therosienetwork.org](http://www.therosienetwork.org)

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