



FOR IMMEDIATE RELEASE

Heroes Wellness Collective to Launch Groundbreaking Support Network for Veterans, First Responders, and Their Families

June 14, 2024 – Heroes Wellness Collective (HWC), a groundbreaking online network dedicated to the well-being of service members, veterans, first responders, and their families, proudly announces its official launch today. This platform connects those who have served or are currently serving with a diverse community of clinicians, service providers, and peer support specialists, offering comprehensive support and resources.

The Heroes Wellness Collective aims to normalize health and wellness conversations by providing a secure space to share successes and struggles. The community eliminates barriers to qualified care access through the establishment of nationwide referral networks and peer-to-peer coaching. According to the National Alliance on Mental Illness, recent research suggests that 11–20% of veterans experience PTSD in a given year — suicide rates of military service members and veterans are also at an all-time high.

"Our mission is to bridge the gaps in care and support for those who have given so much to their country," said Jon Collette, Co-Founder of the Heroes Wellness Collective and son of a US Army Ranger. "There are incredible advocates and providers leading the way in their communities—by uniting together in one central, online app, we can now provide near-immediate impact anywhere in the United States. The launch of HWC marks a significant step toward a future where every service member, veteran, first responder, and family member can thrive in—and after—their service."

HWC offers a range of services to support resilience and well-being, including access to providers who understand service members' unique experiences; resources to maintain physical health and wellness; a community that offers understanding, camaraderie, and shared experiences; and crisis intervention to provide immediate support and trusted referrals, preventing gaps in care.

Member organizations include notable non-profits and universities: Operation Recovery; 22Zero; Dallas Star Warriors; the Duke University Center for Spirituality, Theology and Health; The Heroes Journey; The Mission After; the Moral Compass Federation; Ohio State University's STRIVE Program; One Tribe Foundation; Panthers Warriors; Project Rebirth; Special Operations Association of America; University of Central Florida's RESTORES Program; and many more.

To join the Heroes Wellness Collective or to learn more about how you can support this initiative, visit www.HeroesWellnessCollective.org.

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About Heroes Wellness Collective:

The Heroes Wellness Collective is a private, vetted, and secure online network created by veterans and first responders for their peers and families. As an initiative of Operation Recovery, a 501(c)(3) organization, HWC is dedicated to removing barriers to care and support, fostering resilience, and promoting wellness among its members.

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For more information, visit www.HeroesWellnessCollective.org.

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