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TO: National Executive Committee
Department and Chapter Commanders and Adjutants
All Employees

FROM: Barry A. Jesinoski, National Adjutant

DATE: April 3, 2025

SUBJECT: Alliance Consumer Group Renews Partnership in 2025

I am pleased to share that Alliance Consumer Group (ACG), a multi-national consumer products company based in Fort Worth, Texas, has renewed its partnership with DAV for a third year. Founded in 1974, ACG specializes in crafting authentic products that enhance adventures and everyday life. ACG's brand portfolio spans across six core brands with products sold in more than 50 countries and over 50,000 retail stores worldwide. As part of our partnership, its TRUE brand has created a limited-edition kit that includes a 5-in-1 multi-tool and a DAV-branded challenge coin.

From now until Jan. 1, 2026, or until inventory is sold out, ACG will donate \$1 to DAV for every kit sold. Due to customer excitement about our partnership, the kit is in high demand and has limited availability [online](#) and at select True Value, Ace Hardware, Orgill and Do It Best locations. In support of our mission, ACG will donate a minimum of \$10,000 to DAV.

When corporate partners renew their commitment, it is a testament to your excellent work supporting veterans and families. I look forward to another great year in partnership. You can learn more about ACG and its network of brands by visiting its [website](#). Please contact partners@dav.org for any questions about the partnership.

Barry A. Jesinoski
National Adjutant

BAJ: ads