

MILITARY SPOUSE MAGAZINE'S

2010 **MILITARY SPOUSE**[®]

OF THE YEAR

MILSPOUSE.COM

What is the Military Spouse of the Year Award?

In 1984 President Reagan proclaimed the Friday before Mother's Day of each year to be Military Spouse Appreciation Day in recognition of the "countless personal sacrifices" military spouses have made in support of the Armed Forces. The Military Spouse of the Year (MSOY) award represents the entire military spouse community and finally recognizes the sacrifices of today's military spouse. It gives a voice to the hundreds of thousands of spouses who daily give freely of themselves for the benefit of others, humbly support their military service member and pursue personal goals in the face of monumental challenge and sacrifice. The MSOY is the first of its kind – an award that stands alone as the only national award for all military spouses.

For the third straight year, *Military Spouse* magazine will honor a military spouse from each of the five military branches as well as an overall national winner, based on reader-submitted nominations, as the "Military Spouse of the Year."

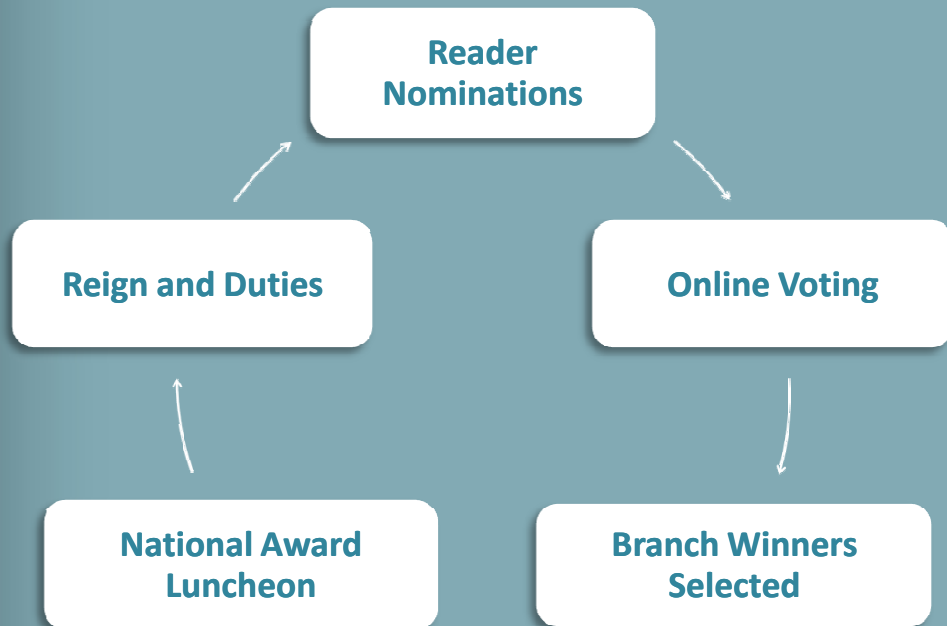
2009 MSOY Tanya Queiro, with Diane Jones, wife of General James Jones Nat'l Security Advisor (right) and *Military Spouse* Executive Editor (left).



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Life Cycle of the Military Spouse of the Year

Military Spouse magazine takes a lengthy and structured approach to selecting the winner. We engage senior officials within Defense channels to assist in the process. Readers submit nominees, and 5 candidates from each of the five service branches are selected. Then readers vote on a branch winner and ultimately, a national winner will be awarded the title of Military Spouse of the Year.



The Military Spouse of the Year then begins their yearlong reign, during which she carries out the duties associated with the title. The community visibility, local and national event participation, a monthly column in *Military Spouse* magazine, and a blog on MilSPOUSE.com keeps the MSOY in front of the reader and consumer for the entire cycle.

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Why Sponsor the Military Spouse of the Year?

Access to high-ranking officials ... The MSOY 2010 will be announced and honored at an Awards Luncheon in Washington, D.C., and in a cover story that will grace our June 2010 magazine. Each year's event includes over 150 invited attendees, many of whom are among the highest ranking and most influential people within Defense channels. The former First Lady, the wives of the Joint Chiefs of Staff, and National Security Advisor Gen. James Jones have participated in the event.

Military Spouse influences ... The military spouse community is rallying behind Military Spouse. Military Spouse's web brand, MilSPOUSE.com, has become an online juggernaut with massive traffic growth to its forums, tips and blogs. Military Spouse magazine (MSM) has a deep penetration into the recession-proof military market. Additionally, the media coverage of the event has and continues to grow. The 2009 MSOY was featured on CNN's "Lou Dobbs Tonight," and various news outlets, in and out of the military community.



National Security Advisor, Gen. James Jones speaking at the 2009 MSOY Luncheon

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Military Spouse of the Year in the News

The Military Spouse of the Year award has received national attention. News outlets, both military and civilian, have covered the event in print, broadcast, and internet mediums. This exposure has raised the visibility and recognition of both the award and its sponsors. Here are just a few of the news outlets that have covered the Military Spouse of the Year:



The Washington Times

*CNN's Lou Dobbs Tonight
Headline News*

WFOR/CBS 4 - Miami

WJLA/News Channel 8 – Washington

WNCT/CBS 9 - Jacksonville/Greenville/New Bern

WRAL News At 5 PM

The Washington Times

The Leaf Chronicle

Columbus Ledger-Enquirer

WTOP News

Federal News Today

American Forces Information Service

Military.com

Army Wife Talk Radio

Moms Talk Radio

DOD Live

Spouse Calls, Stars & Stripes



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For More Information

Thank you for your interest in the 2010 Military Spouse of the Year!

By partnering with *Military Spouse* magazine and sponsoring *the Military Spouse of the Year Award*, you will be positioning your organization as a true supporter of the military spouse community; the “*force behind the force*”. You will also be aligning yourselves with the only national magazine for military spouses.

The *Military Spouse of the Year Award* is an opportunity to show your support and separate yourself from others in your industry on a national level.

There are various levels of sponsorship and each can be customized to meet your specific needs and goals.

For more information please call 412-269-1663 ext. 148 or email us at advertise@milspouse.com