

HIRING AMERICA TV Show Announces Its Second Season Helping Veterans Find Work: If Ever There Was A Need It's Now!!

Show Goes Into Year Two With Its First-Ever Veterans Service Organization Partner-- The Veterans of Foreign Wars (VFW)

NEW YORK, March 20, 2014 /PRNewswire/ -- The timing for this couldn't be better.

With major cuts in U.S. military spending now in the offing—and the decision to downsize the number of military personnel—literally thousands of career veterans will be asked to make the transition from the armed services to civilian life. They will be looking to parlay their military experience into civilian jobs—and the conversion often times is challenging. But there is something very different out there—and available to just about all of them.

Season Two of the highly successful syndicated television show **HIRING AMERICA** has just been announced. And it's being supported by its first-time military veteran service organization partner—the Veterans of Foreign Wars, the nation's largest and most influential veterans organization with more than 1.9 million VFW and Auxiliary members worldwide.

The first-ever national television program dedicated to jobs and career direction for returning U.S. military veterans will again be seen on the global "Pentagon Channel" and 35+ local market television stations in major U.S. cities-- many of which have high concentrations of military installations.

Again hosted by television news reporter Gigi Stone—whose credentials include Good Morning America and ABC News—the new shows will run for 13 consecutive weeks, the first of which will be airing beginning this weekend nationwide. They'll build on the momentum and successful format of Season One: 30-minute programs that cover a wide spectrum of guests--those with expertise and knowledge in career counseling and guidance; others with real world experience and success stories on making the transition; and former veterans and military personnel in the news.

The Season Two premier show was shot at Ground Zero in New York and features FDNY Fire Commissioner Salvatore J. Cassano, himself a former Vietnam Veteran who has transitioned his military experience into becoming a leader in civilian life.

"The VFW is extremely proud of our record in supporting America's returning veterans," related VFW Adjutant General John Hamilton. "For generations, we have strived to meet the needs and represent the best interests of veterans and their families," he said. "Our involvement in being an official partner in **Hiring America** is a new dimension, new vista in demonstrating that support."

But the plaudits and accolades don't stop there.

"The positive response from viewers combined with the service this show provides made **Hiring America** an easy choice," noted Brian Kumia, executive producer for programming of The Pentagon Channel. "We're so pleased to be offering it for Season Two."

Similarly, Edward Jones—one of the nation's leading investment advisors—has signed on for a second year as has Wells Fargo. Sprint as well as Edward Jones will be Presenting Sponsors of Hiring America. Additional national sponsors include Hilton Worldwide; La Quinta Inns & Suites; Lenovo; Sears In-Home Appliance Repair; Avis Budget Group; Iron Mountain; JetBlue and Catalent.

Hearst Television—which owns TV stations in major cities throughout the nation—will air **Hiring America in multiple markets nationwide**. "We believe the content and direction is attractive to many of our markets", commented Emerson Coleman, Vice President, Programming for Hearst TV. "It also provides a great service to veterans."

The show is the brainchild of entrepreneur Bill Deutch who also serves as executive producer. He has committed the last five years of his life to bringing the concept from a dream to reality. "I can't think of any more worthwhile endeavor

than supporting and helping the men and women of our military," he said. " I'm also very grateful to the VFW and the rest of our sponsors for making a second season of **Hiring America** possible."

"At the end of the day," Deutch lamented, "If we help make the transition easier for just one veteran—make it possible for him or her to succeed in civilian life—**Hiring America** will have done its job."

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