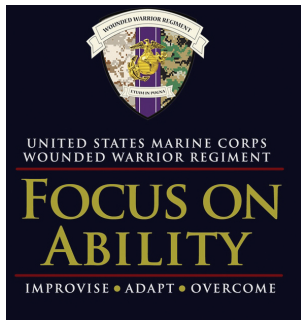




# FOCUS ON ABILITY CAMPAIGN

## FACT SHEET

**THE FOCUS ON ABILITY CAMPAIGN** strives to focus the mindset of wounded, ill, or injured (WII) Marines on their ability to overcome their disabilities and personal challenges to thrive in all areas of their lives.



The Focus on Ability campaign is driven by the Wounded Warrior Regiment's motto, "still in the fight" and emphasizes motivational stories of Marines who have overcome their disability to be successful in their new normal.

The campaign highlights stories of Marines who have returned to full duty or have excelled at athletics, achieved success in the civilian world, or have in other ways surpassed their own or others' expectations. The launch of the Focus on Ability campaign centers on an adaptive sports theme – as Marines thrive on physical challenges. The adaptive sports theme includes information on the many programs available that allow WII Marines the opportunity to re-engage in physical activity and foster camaraderie with other recovering Marines. In addition, it provides information on the WWR's Warrior Athlete Reconditioning Program which encourages both physical and psychological healing through athletics and competition.

The Focus on Ability campaign will introduce new themes periodically and will continue to deliver stories of exceptional Marines. Themes may

include: adaptive sports, education, employment, psychological health, and mentoring. Continue to view the campaign link for updates to information and resources at [www.woundedwarriorregiment.org](http://www.woundedwarriorregiment.org).

### FOCUS ON ABILITY OVERVIEW

For maximum outreach impact, the Focus on Ability campaign will involve a variety of print materials, electronic media, and public forums to promote and highlight individual Marines and WWR programs and services. Outreach will include:

- Posters placed in high visibility areas
- Information featured in Regiment and Battalion newsletters
- Press releases to various media outlets
- Focus on Ability page on the WWR website and Facebook page
- WII speakers' circuit

For information on any of these materials or to receive updated information on the progress of the campaign, please visit the WWR website at **[WWW.WOUNDEDWARRIORREGIMENT.ORG](http://WWW.WOUNDEDWARRIORREGIMENT.ORG)** or follow the campaign on our **FACEBOOK PAGE**.

#### For assistance or to receive additional information contact:

Sergeant Merlin German  
Wounded Warrior Call Center  
24/7 toll free at 1-877-487-6299

## THE WOUNDED WARRIOR REGIMENT

Established in 2007, the Marine Corps Wounded Warrior Regiment provides and facilitates assistance to combat and non-combat wounded, ill, and injured Marines and sailors attached to or in direct support of Marine units and their family members in order to assist them as they return to duty or transition to civilian life. The Regimental headquarters, located in Quantico, VA, Commands the operations of two Wounded Warrior Battalions located at Camp Pendleton, CA. And Camp Lejeune, NC, and multiple detachments in locations around the globe.



**UNITED STATES MARINE CORPS WOUNDED WARRIOR REGIMENT**  
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