

**FOR IMMEDIATE RELEASE**  
November 10, 2017

**LEARFIELD LICENSING PARTNERS SCHOOLS, '47 AND OPERATION HAT TRICK  
TEAM UP TO SUPPORT LOCAL MILITARY ORGANIZATIONS**

**Indianapolis.** Learfield Licensing Partners, a trademark management agency specializing in licensing and branding, has partnered with '47 and Operation Hat Trick (OHT), a nonprofit organization that supports the recovery of wounded service members and veterans, to support local military organizations on campuses nationwide.

Five schools (Western Michigan, Northern Iowa, Sam Houston State, North Dakota State and Xavier) in conjunction with their own Military Appreciation football or men's basketball game, have partnered with '47 and Operation Hat Trick to raise awareness of the specialty headwear available. Proceeds from the headwear sales go directly to benefit veterans in the local communities of these five schools.

"I am so very proud that Learfield Licensing schools have partnered with Operation Hat Trick to promote OHT on their campuses, at retail and through their advertising/social media channels," said Dot Sheehan, Founder/CEO of Operation Hat Trick. "By making a commitment to support the recovery of wounded service members and veterans, together we are making a difference-one veteran at a time."

The sales from Western Michigan are going to support WMU Student Veterans. With assistance from licensees, Learfield Licensing helped outfit the Student Veteran lounge with a new computer, computer chairs, Costco membership and WMU products. In addition to the lounge improvements, a student veteran and bookstore employee was surprised with gifts at the November 8 Broncos' Salute to Heroes Game versus Kent State.

For North Dakota State's November 10 Military Appreciation Game against Morehead State, all coaches will wear the '47 and Operation Hat Trick hats.

Learfield Licensing assisted in the promotion of these events and products with in-store signage, social media graphics and radio and in-game announcements. Social media giveaways included tagging veterans to be recognized with an OHT Hero Box, a specially branded box with athletic tickets and the Operation Hat Trick hats inside. Schools actively participating in the OHT program, include Vermont, Hofstra, Florida Atlantic, Iowa State, Loyola Marmount, Ferris State, The University of North Carolina at Wilmington, Campbell and the University of Texas at San Antonio.

**Games**

Northern Iowa: Military Appreciation Game- Saturday, November 4 vs. South Dakota  
Sam Houston State: Veterans Appreciation Day- Saturday, November 4 vs. Incarnate Word  
Western Michigan: Salute to Heroes Game- Wednesday, November 8 vs. Kent State  
Xavier: Military Appreciation Game- Friday, November 10 vs. Morehead State  
North Dakota State: Military Appreciation Game- Saturday, November 11 vs. South Dakota

### About Learfield Licensing Partners

Learfield Licensing Partners is a world-class licensing firm whose services and success align perfectly with Learfield's history, strength and reputation. With industry-leading technology and a dynamic team of licensing and branding experts, we provide best practices and strategies to properly protect and promote our clients' brands, and build partnerships that help our clients succeed, with resources and strategies for growth from Learfield.

Learfield, which has a deep presence in the college athletics landscape, manages the multimedia and sponsorship rights for more than 125 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the Learfield Directors' Cup. For more than four decades, Learfield has connected brands to the excitement, passion, tradition, fun and fans of college sports and now leverages multiple platforms and partnerships through distinct offerings through its affiliated companies.

### About Operation Hat Trick

First established in 2008 at the University of New Hampshire (UNH), OHT started as a program that delivered free hats to wounded veterans in VA hospitals. The name Operation Hat Trick comes from the initial focus of hats, with a nod to the University's rich hockey history. The program was started by Dot Sheehan, the then Senior Athletics Director for External Relations, at UNH, as a way to honor local veterans. When tragedy shook UNH with the death of Navy SEAL Nate Hardy, son of a UNH professor and his wife, and Mike Koch, Nate's teammate and fellow SEAL, who died while serving in Iraq, Sheehan was inspired by the sacrifices made between the two friends and OHT launched itself onto the national scene with a business model that addressed a social need and the critical gaps and care that were not covered by the government or other agencies. OHT has an exclusive partnership with global sports lifestyle brand, '47, and other select licensees, academic institutions, sport leagues, retailers and corporations. A portion of every sale, "A Purchase with a Purpose," comes back to OHT who then makes donations to selected organizations that fulfill OHT's mission.

To learn more about the story behind the cause, visit [operationhattrick.com](http://operationhattrick.com).

### About '47

'47 is a privately held sports lifestyle brand founded in Boston, MA, by twin brothers, Arthur and Henry D'Angelo in 1947. The D'Angelos were entrepreneurial pioneers who were quick to see the future of sports licensing by selling pennants and other sports memorabilia on the streets around Fenway Park. Through a combination of hard work, sound instincts and incredible passion, the brothers were able to grow their business from a single street cart to a premier sports lifestyle brand that uniquely melds sport and style. Previously known as Twins Enterprises, '47 is currently managed by Arthur's four sons, Bobby, David, Mark, and Steven. '47 is a proud partner of Major League Baseball, the National Football League, the National Hockey League, the National Basketball Association and over 900 collegiate programs and owner of Old Time Sports. '47 employs over 250 corporate and retail associates around the world and is headquartered in Boston and Westwood, MA. For more information, please visit [www.47brand.com](http://www.47brand.com).