



**tiag® LAUNCHES CHARITABLE FUNDRAISING PROJECT TO
“HELP VETERANS GET THEIR LIVES BACK”**

tiag Encourages Industry Colleagues, Competitors and the Public to Help Advance this Mission

RESTON, Va., October 22, 2018 — Demonstrating a steadfast commitment to assist veterans in all aspects of their transition from military service to civilian life, **tiag®** recently launched a charitable, multi-faceted fundraising project focused on veteran wellness. Dedicating company resources on a pro-bono basis, tiag leveraged the technical, marketing, research, storytelling, branding and design expertise of its own corporate creative team to create a brand identity and website presence for **TUFF (The Unlimited Fitness Foundation)**, in addition to initiating a campaign on the **GoFundMe®** crowdfunding platform.

As a 501(c)(3) nonprofit organization, TUFF serves struggling combat veterans in the greater Los Angeles area by providing free, structured, professional boxing, fitness, wellness and nutrition programs that help veterans "get their lives back." TUFF's strategic curriculum helps veterans cope with post-traumatic stress disorder (PTSD), depression, anxiety, anger, substance use disorders, social withdrawal and other combat-related consequences. The program helps veterans regain physical strength, confidence and mental stability as they simultaneously receive like-minded peer support, teamwork, bonding and camaraderie essential to healing. In addition to meriting the commendation of Eric Garcetti, Mayor, City of Los Angeles, the life-changing TUFF program earns kudos from the U.S. Department of Veterans Affairs Greater Los Angeles Healthcare System, Volunteers of America Greater Los Angeles, and Los Angeles County Department of Mental Health, among others. However, *TUFF does not receive any financial assistance from any government or veteran organization.*

Providing inspiration that replaces feelings of despair with hope, TUFF works best by teaching and motivating veteran comrades in a safe, mutually respectful environment where they can train together regularly in their shared quest to heal and reintegrate into civilian life. But because TUFF lacks funding for a permanent training facility, TUFF Coach Jeff Dordick — along with his partner Roberta Shorman and other TUFF volunteers — packs up his fitness and boxing equipment and takes the TUFF training program on the road. Working one-on-one with veterans at impromptu, temporarily available sites such as Volunteers of America Hollywood Veteran's Center and Veterans Administration in L.A.'s Westside region, Dordick also trains veterans in his back yard when no workout venue is available.

"Our quest is to help TUFF secure a safe, stable healing place where these veterans know they can always go to get fit and feel 'at home' — especially considering many of these veterans are homeless," says **tiag Managing Principal and Chief Strategy Officer Umang Modi**. "Donations via **the new TUFF website** we created, along with the **GoFundMe campaign**, will help give these deserving veterans what they truly need: a permanent, full-time fitness training facility and additional equipment."

To convey the constant movement of mind, body and spirit intrinsic in boxing, tiag's creative team opted for a three-dimensional parallax web design in which the foreground content moves faster than the background images during site scrolling. To inspire donations for this cause, the creative team developed website content that encapsulates the TUFF mission and funding challenges, along with personal spotlights on the TUFF volunteer training team, inspirational fitness program testimonials, and relevant health and fitness research.

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“These endeavors on the part of tiag’s creative team enrich our company’s history of providing the best possible solutions to improve the lives of those who serve our country,” says Modi, noting that at tiag, one in every four employees is a veteran.

“Since tiag was founded in 1999, our daily mission has been to improve the lives of service members and their families by delivering innovative health IT solutions across the Department of Defense,” says [tiag President and Chief Operating Officer Neil Lampton](#). “We have several internal and external programs that assist veterans, and because the TUFF mission truly resonates with us, we feel honored to contribute our expertise to benefit veterans participating in TUFF.”

tiag encourages industry colleagues, competitors and the public to help TUFF advance this commendable mission via gofundme.com/help-veterans-get-their-lives-back.

About tiag®

Headquartered in the Washington, D.C. area with regional offices in Seattle, Wash. and Huntsville, Ala., tiag® is an innovative technology services firm and systems integrator esteemed for unique approaches, synergistic processes and superior solutions that transform business and advance critical missions. Providing a full range of professional IT services and solutions to defense, civilian and commercial customers, tiag is ISO 9001:2015 certified and appraised at Maturity Level 3 of the Capability Maturity Model® Integration (CMMI) for Services. tiag takes pride in its people, processes and successes in supporting our public and private sector clients. Our extensive services portfolio delivers focused expertise and support ranging from complex, enterprise-wide solutions to stand-alone custom projects. Please explore our service offerings at tiag.net and connect with us to discover how we provide tremendous value beyond the scope of work.

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