

PRESS RELEASE

Honored US Marine, Johnny (Joey) Jones Guest Speaker at Local 9/11 Memorial Ceremony

FOR IMMEDIATE RELEASE - Madera, CA – August 24, 2016 - B-K Lighting of Madera to host annual 9/11 Ceremony on Friday, September 9, 2016 at 10 AM. The public is invited to attend.

For the past fifteen years, an annual September 11th Ceremony has been held in honor of the fallen, fallen heroes and survivors of the terrorist attacks on the World Trade Center, Pentagon and in the skies high above America in 2001. The ceremony begins at 10 A.M. on September 9, 2016, at B-K Lighting, located at 40429 Brickyard Drive, Madera, CA.

This year, B-K Lighting asked nationwide “What do you push for?” Encouraging participants from around the country to answer as they “push” against friends, family and co-workers to complete as many pushups as they can in 90 seconds in the “Challenge Accepted” Pushups For Charity™ event. To date the companies have raised well over their original \$50,000 goal.

In honor of this event, this year’s special guest speaker is retired US Marine Johnny (Joey) Jones, who will accept the combined check in excess of \$50,000 on behalf of service members, retired and active, in need. Jones was injured in August 2010 when an IED detonated, leaving him with two years of recovery at Walter Reed Medical Center. His deployment and recovery experiences have been featured on CBS Evening News and ABC Nightline.

The Purple Heart Award recipient retired from the Marine Corps in October 2012 and graduated from Georgetown University class of 2014. Soon after, Jones found the Boot Campaign™ and became an instant supporter of the mission, lending his smooth-talking southern voice to the Boot Campaign’s™ public relations efforts.

B-K Lighting, with fellow companies TEKA Illumination, Etendue Cafe, Blue Dolphin Design and Engineering and Star Finishes, welcomes Mr. Jones and encourages everyone in the lighting industry and throughout the nation to devote 90 seconds to make a life-changing impact on the lives of those who bravely serve our country.

Donations can still be made to the “Challenge Accepted” Pushups For Charity™ event at www.bklighting.com/challenge.



Johnny (Joey) Jones, US Veteran, Ambassador for Boot Campaign™ and our honored guest speaker

“
For me 9/11 was a reason, a purpose. In the dust and rumble of tragedy came a uniting spirit of survival- unparalleled in history since Pearl Harbor. It was more than an act of war, it was an awakening for all the free world.

” Johnny (Joey) Jones
Ambassador
Boot Campaign™

Excerpt via combatpoet.wordpress.com
“Never Forget: an open letter”



B-K
LIGHTING
+
TEKA
ILLUMINATION

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www.bklighting.com
www.tekaillumination.com

Contact:
Becky Carlson
Marketing Manager

continued

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ABOUT B-K LIGHTING

Since 1984, B-K Lighting has been dedicated to providing the lighting industry with the highest quality, most innovative and fairly priced outdoor lighting fixtures available. B-K Lighting manufactures standard and custom fixtures for outdoor and landscape lighting including path, sign, area, flood, recessed building mounted, and in-grade applications. B-K Lighting products are installed in high-end residential and landmark applications around the world.

ABOUT TEKA ILLUMINATION

Since 1993, TEKA Illumination has been driven to manufacture sustainable luminaires. All TEKA Illumination products are manufactured from copper, brass and bronze, three of the oldest natural and man-made materials. These materials are extremely resistant to environmental corrosion and physical abuse attributing to their sustainability. Enduring metals. Elemental designs. New technologies. These are the inspirations of TEKA Illumination.

ABOUT BOOT CAMPAIGN™/PUSHUPS FOR CHARITY™

Boot Campaign™ was started in 2009 by five hard-working professional women from very diverse backgrounds. After reading the book "Lone Survivor" by Marcus Luttrell, they were humbled by what those in military service endure, providing them the freedom to pursue their own professional careers. With that in mind, they formed Boot Campaign™ to give back to our military personnel and their families. Boot Campaign™ is a national 501(c)(3) charitable organization headquartered in Georgetown, Texas. Retail sales of combat boots, apparel and mission-focused merchandise, general public donations and corporate sponsorships fund programs that support veterans, active duty military service men and women and their families. The Boot Campaign™ mission is to promote patriotism for America and our military community; raise awareness of the unique challenges service members face during and post-service; and provide assistance to military personnel, past and present, and their families.

For more information about B-K Lighting + TEKA Illumination products and representatives, visit our websites at www.bklighting.com and www.tekaillumination.com. Monday-Friday 7:00 a.m. to 5:00 p.m. PST at 559-438-5800 or fax 559-438-5900. Located at 40429 Brickyard Drive, Madera, CA 93636.



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Contact:
Becky Carlson
Marketing Manager

BIO

Johnny (Joey) Jones Ret. US Marine and Boot Campaign™ Ambassador 9/11 Guest Speaker

Johnny (Joey) Jones or Triple J, as he is affectionately called by the Boot Campaign™ team which he currently serves as Ambassador, advisor, and perhaps most importantly “an energetic volunteer.” Jones has been known for his keen sense of knowing when to interject comic relief in any heated situation. This comes from personal experience where explosives were his way of life. His eight-year career as a United States Marine serving in Iraq and Afghanistan included work to destroy more than 85 Improvised Explosive Devices (IEDs) and thousands of pounds of other unknown types of bulk explosives.

Jones was injured in August 2010 when an IED detonated, leaving him with two years of recovery at Walter Reed Medical Center. During his time there, he worked to develop a Peer Visit Program, which provided opportunity for others recovering from life-changing injuries to mentor and encourage newly injured patients, leading to a year-long revolutionary fellowship on Capitol Hill with the House Veteran’s Affairs Committee and a degree from Georgetown University.

There, Jones was able to share his experiences with the Congressional Committee members, Staff, and various interest groups to better serve wounded warriors. His deployment and recovery experiences were featured on CBS Evening News and ABC Nightline.

Jones retired from the Marine Corps in October 2012 and graduated from Georgetown University class of 2014. He has been awarded the Purple Heart, Navy and Marine Corps Commendation Medal with combat Valor device, Combat Action Ribbon and Outstanding Military Community Service Medal along with various campaign and unit awards.

Soon after, Jones found the Boot Campaign™ and became an instant supporter of the mission, lending his smooth-talking southern voice to the Boot Campaign’s™ public relations efforts.

Jones proudly serves as Ambassador for Boot Campaign™ and is a spokesperson for the following service member and Veteran causes: Boot Campaign™, Pushups for Charity™, Sentinels of Freedom® Scholarship Foundation, and Xtreme Couture G.I. Foundation.

For more information on Johnny (Joey) Jones please visit www.bootcampaign.org/a-new-chapter



Johnny (Joey) Jones, US Veteran, Ambassador for Boot Campaign™ and our honored guest speaker

“
When someone asks,
“What do you believe
in?” I simply respond,
“I believe in me.”

”
Johnny (Joey) Jones
Ambassador
Boot Campaign™

Excerpt via combatpoet.wordpress.com
“Believe In Me”



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