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C.A.M.O. (Challenge America™ Military Opportunities)
Welcomes Dallas-area Veterans, Families to *CAMO Family Fitness Day*
Saturday, January 19, 2013 at Cowboys Stadium

Dallas, TX (November 29, 2012) - Challenge America Military Opportunities (CAMO), partnering with local organizations and businesses, welcomes all Dallas-area veterans and their families to the inaugural CAMO Family Fitness Day, Saturday, January 19, 2013, on the field of iconic Cowboys Stadium. CAMO Family Fitness Day, focusing on comprehensive soldier and family fitness, brings a day of fun with Dallas-based sports professionals and free resources and seminars led by veteran and family support organizations. The day will end with a good old-fashioned picnic-style, star-studded evening concert on the field, hosted by Honorary CAMO Co-Founders Vince Gill and Amy Grant and friends.

"Big things happen when we are willing to dream big dreams. Serving our veterans is a big responsibility and will require us to think outside the box and connect all of the dots between our individual efforts. CAMO Dallas in such a place as Cowboys Stadium is a big dream, and Vince and I are honored to be a part of it," said Amy Grant.

"Dallas and Cowboys Stadium were the most natural choice for the first CAMO Family Fitness Day. With more than 1.6 million veterans living here, Texas is one of only three states in the country with a veteran population of over one million," explains Houston Cowan, CEO and Founder of CAMO. "We believe that if we work together, we can ensure that a new generation of veterans will have access to integrated community resources for work, recreation, and the family support they need to resume a 'new normal' life."

Honorary chairpersons of the CAMO event include former President Jimmy Carter and his wife Rosalynn. Additional honorary chairpersons will be announced in the coming weeks.

A complete schedule of CAMO Dallas events is online at www.ChallengeAmerica.com/camo. Concert ticket registration for this one-of-a-kind private event opens to all active duty families,

veteran families and families of the fallen at 10am EST, Monday, December 3rd at www.ChallengeAmerica.com/camo/dallas. All eligible military and veterans (proof of service required) may register for up to six concert tickets (Family Pass) and a Neighbor Pass for non-military neighbors, good for a guest family of up to four.

CAMO Family Fitness Day is designed to mirror the Army program of the same name. The Army Comprehensive Soldier and Family Fitness program will be represented on January 19, truly bringing in the active duty aspect to the event as well as the veteran.

In addition to the CAMO Saturday events, Nancy and Richard Rogers, 5-Star Premier Sponsors of CAMO Family Fitness Day, will host a Transition Workshop presented by F7 Group and a celebratory reception on Friday for women of the military. Additional Texas-based partners include Veterans Coalition of North Central Texas, Joining Community Forces Texas, F7 Group, Allies in Service, the Center for BrainHealth at The University of Texas at Dallas, and the Boot Campaign. Additional sponsors include Flight Options, LLC, based in Ohio, and SheerID, verification solution provider.

Announcements of major additions to the event schedule and entertainment line-up are coming soon!

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Challenge America™ Military Opportunities (CAMO) has a mission of bridging the transition from battlefield to home front by connecting military and their families to resources in their own communities. Established as a nonprofit organization in 2009, Challenge America recognized the lack of and need for the coordination of resources and information at the local community level for returning military and their families. With the launch of Comprehensive Soldier and Family Fitness Events over the next 24 months in the five states in which over 40% of the nation's military resides (Texas, California, Florida, North Carolina and Virginia), CAMO provides a platform for local organizations to collaborate within their own communities and to educate those seeking services to find them.

Vince Gill has sold more than 26 million albums and earned 18 CMA Awards, including Entertainer of the Year in 1993 and 1994. He is a member of the Grand Ole Opry, with 20 Grammy® Awards to date (more than any male country music artist) and was inducted into the prestigious Country Music Hall of Fame in 2007.

Amy Grant has sold over 30 million albums worldwide. She is best known for her Grammy Award winning contemporary Christian and pop music, and recently received acclaim as a New York Times Best Selling author for *Mosaic: Pieces of My Life So Far*. Grant is a six-time Grammy Award winner, 26-time Gospel Music Association Dove Award winner, and a member of the Gospel Music Association Hall of Fame.