NEWS RELEASE

Honoring service and sacrifice

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Over the past few months, American has operated numerous relief and evacuation flights in response to natural disasters. In some cases, we backed up National Guard units. In others, we partnered with organizations like Team Rubicon to transport their crews of veterans and emergency responders. Our service men and women knew they could turn to American in these moments because we honor them year-round. And while I can only mention a few of our efforts here, there's no busier time than November and December as we celebrate Veterans Day and three of our most visible initiatives.

In its 15th year, Sky Ball has raised millions of dollars as the premier event for the oldest military support organization in the U.S. — the Airpower Foundation. The three-night event features world-class food and entertainment and an opportunity to recognize our nation's heroes and their dedicated supporters. This year, we're also focused on education, with a gala that benefits the Medal of Honor Foundation's Character Development Program, helping young people understand the cost of freedom and the meaning of selfless service and sacrifice.

We also honor those who have paid the ultimate price, and their families. Snowball Express, now in its 11th year, organizes the largest gathering of Gold Star families in the world. Our pilots and flight attendants donate their time, and American donates a dozen aircraft, to bring more than 1,500 family members to the Dallas/Fort Worth area for four days of new memories, fun and fellowship. It's an annual reminder that their loved one is never forgotten.

You'll also see more than 100 wounded, ill or injured warriors getting to spend time out of the hospital and in courtside seats at a Dallas Mavericks game. Season ticket holders donate to a program called Seats for Soldiers, and American flies these heroes to their rare respite from treatment, which includes an incredible dinner.

I'm a firm believer that we don't know the value of something unless we know its cost — a lesson I learned during my six years in the Army and five in the reserves flying UH-1H Huey helicopters and OV-1D Mohawk reconnaissance

aircraft. Now my mission, in addition to captaining the MD-80, is to help this airline live up to its name by making sure we all remember that freedom isn't free and showing appreciation to those whose service and sacrifice give us the freedom to fly.

Capt. Jim Palmersheim
Sr. Manager, Military and Veterans Initiatives
Chairman, Sky Ball
Board Member:

- Airpower Foundation
- Gary Sinise Foundation
- Snowball Express

Capt. Jim Palmersheim, Senior Manager - Military and Veterans Initiatives

In 2016, American donated a total of $9.6 million in cash and in-kind support to military and veterans organizations. To help us eclipse that total in 2017, and for more information, visit **aa.com/ourheroes**.