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# UNH Program To Support Military Veterans Goes National; More Than 30 Colleges Participating In Operation Hat Trick

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*UNH Media Relations*

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## Media Relations

# UNH Program To Support Military Veterans Goes National; More Than 30 Colleges Participating In Operation Hat Trick

January 25, 2012

DURHAM, N.H. – The University of New Hampshire is proud to announce Operation Hat Trick (OHT), a program that first started at UNH four years ago and will now generate royalties to support respective schools and the Veteran’s Administration General Post Fund, is launching nationally. Beginning Feb. 1, alumni, fans, and supporters of more than 30 colleges and universities across the country will be able to purchase officially licensed caps that support their university and our American military veterans.

The OHT program was born at UNH to memorialize Nate Hardy and Mike Koch, two U.S. Navy SEALs killed in Iraq in 2008. The original initiative was focused on producing collegiate caps that could be provided to soldiers that suffered head injuries after a radio broadcast revealed what soldiers with head injuries most often asked for upon their return to the United States was something to cover their heads and their burns, wounds, and scars.

This focus and the program’s roots in ice hockey country provided the inspiration for the Operation Hat Trick name. In just the first four years at UNH, more than 10,000 hats were distributed to wounded soldiers around the country. Since its humble beginnings, the OHT program has evolved into a national program with a new objective of raising funds for the VA General Post Fund.

OHT caps are produced under license by ‘47 Brand, one of the country’s leading collegiate headwear manufacturers. The three styles – adjustable camouflage and team color versions as well as a stretch fit style in team color – feature the Operation Hat Trick logo as well as the logo of the school. The UNH OHT caps will be available for sale at the UNH Bookstore, Hayden Sports in downtown Durham and online at [www.UNHWildcats.com](http://www.UNHWildcats.com) on Feb. 1.

“The primary objective for the OHT program moving forward is to build support and funds for our soldiers and veterans seeking medical treatment in VA medical centers,” said Dot Sheehan, founder and director of OHT and senior associate athletic director at UNH. “We are excited about the national participation in the program and believe that schools’ supporters will be eager to help our veterans by purchasing co-branded caps.”

For more information, contact Dot Sheehan at (603) 862-4677. Retailers interested in carrying OHT caps, should contact Cole Price at Collegiate Licensing Company at 770-956-0520.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,200 undergraduate and 2,300 graduate students.

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