



## **A Time for Remembrance: Celink Commits to Support Veterans**

*Celink is an independent Reverse Mortgage Servicer. Its CEO, John LaRose, tangibly demonstrates strong commitment to veteran's causes on a significant day of national remembrance.*

**Lansing, Michigan (December 8, 2009)** Generations of post-World War II citizens have come to adulthood and the significance of the "day that will live in infamy" and commemoration of the losses from the December 7, 1941 attack on Pearl Harbor are fading into history. It is easy for those without friends or family in active military service to forget that our country is at war. Modern warfare and sophisticated battlefield medical response have reduced death counts, but the wounded and maimed are coming home in record numbers. This December 7th, in remembrance of all who have proudly served and suffered in service to the country, John LaRose, the CEO of Celink, donated \$25,000 in support of two charitable organizations supporting veterans: Homes for Our Troops and the Achilles Track Club.

Homes for Our Troops ([www.homesforourtroops.org](http://www.homesforourtroops.org)) builds brand new, fully handicap-accessible homes for severely wounded combat veterans. Their newest home has been built in Macomb County, Michigan and is being unveiled December 19<sup>th</sup>. The Achilles Track Club ([www.achillestrackclub.org](http://www.achillestrackclub.org)) provides equipment, training, and support for veterans who have lost limbs in combat; turning wounded soldiers into empowered marathon athletes. The work and outcomes of each not only save a veteran, they very often save an entire family.

There has always been debate around what responsibility, if any, business enterprises have to support causes, the disenfranchised, the environment, or the community-at-large. Good corporate citizenship often gets confused with public relations efforts. Celink challenges corporate leadership to demonstrate their commitment to corporate citizenship by supporting those who have provided them with the freedom and safety to do business, and in doing so, to let them know their sacrifice has not been forgotten.

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### **About Celink**

Celink is the nation's select and largest, independent reverse mortgage servicer and is licensed in all 50 states, as well as Puerto Rico and the U.S. Virgin Islands. Celink's reverse mortgage servicing portfolio exceeds \$5.5 billion. From its client and borrower-focused services and servicing solutions, to an industry precedent-setting Borrower Protection Program™ and its own Code of Ethics, Celink continues to be "The Future in Reverse™." A full organizational profile is available at: [www.celink.com](http://www.celink.com).

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