

Contact:

Christine Summerson	TK\PR Public Relations	(212) 836-4812	csummerson@tkprpublic.com
Kristie Deptula	TK\PR Public Relations	(212) 836-4812	kristiedeptula@tkprpublic.com

National Veterans Day Program To Give Away 36,000 Canes Free of Charge to Those Who Served

Small Georgia Based Company Honors U.S. Military Veterans

Alpharetta, Georgia, September 7, 2011 – U.S. Military Veterans will be honored this Veterans Day in a national program in which 36,000 state of the art folding canes will be given free of charge to Veterans in need of mobility assistance. “*Hugo Salutes Our Veterans*” will give out Hugo® Folding Canes to U.S. Military Veterans at all U.S. Sam’s Club locations nationwide from November 9, 2011 through Veterans Day, November 11, 2011. Sam’s Club Membership is not required. Proof of U.S. military service may be required to be eligible.

Hugo Salutes Our Veterans is a patriotic annual tradition launched by AMG Medical Inc., an Alpharetta, Georgia headquartered company. AMG Medical started the program in 2007, giving out 5,000 canes to honor the parents and relatives of the company’s employees who served in the U.S. military. *Hugo Salutes* grew to 25,000 canes in 2009 and 36,000 canes in 2010. This year, with the backing of Hugo, Sam’s Club, Os-Cal, Tums, MegaRed, Move Free, Aleve, Zantac 150, Neosporin, Band-Aid, Gas-X, Centrum Men’s and Centrum Women’s, *Hugo Salutes Our Veterans* will again give out 36,000 Hugo Folding Canes over three days, November 9, 10 and 11, 2011, while supplies last. Each Sam’s Club location will have 60 Hugo Folding Canes to give out and they will be available on a first-come basis. To find a Sam’s Club near you, visit SamsClub.com.

The Hugo Folding Cane that will be given out retails for \$29.99 and is a beautiful patriotic blue. Its ergonomic soft-grip handle provides superior comfort, is appropriate for both left and right hand users and includes a wrist strap for extra confidence. Sturdy, functional and stylish, the Hugo Folding Cane has multiple settings to accommodate people between 5’ and 6’3” in height. The cane automatically unfolds and locks into place for use. To store, the cane conveniently folds into four sections.

Philip delBuey, Global President of AMG Medical Inc., said, “For all of us at AMG Medical, *Hugo Salutes Our Veterans* is a way to express our deepest appreciation to all Veterans for their selfless contributions to our country. Our company’s mission is all about helping people stay active and connected to family, friends and their community. With this year’s program, we will have given out more than 100,000 canes. We hope that many Veterans will benefit from *Hugo Salutes* this year.”

“The Department of Veterans Affairs is grateful for the generosity of citizens and businesses that honor the service and sacrifice of Veterans and their families. Actions such as those of Hugo Folding Cane, which has been involved in this effort for a number of years, are appreciated by VA because they support VA’s mission to honor our Nation’s promises to America’s heroes,” said Josh Taylor, Press Secretary for the U.S. Department of Veterans Affairs.

AMG Medical Inc., (www.amgmedical.com) offers a wide selection of safe, high quality and innovative durable medical equipment products, including Hugo® Anywhere, Airgo® Mobility, AquaSense® Bath Safety, PhysiLogic® Fever-Bugz® Stick-On Fever Indicators, SlumberCare® Pillows and MedPro® Personal Care brands, available at retailers nationwide.

For additional information about the *Hugo Salutes Our Veterans* program, please visit www.HugoSalutes.com.