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# Never Forgotten Apparel Is A Brand That Gives Back



WHERE THERE'S A WILL

THERE'S A WAY

NEVER FORGOTTEN  
\* APPAREL \*

HELPING THOSE WHO SERVE US

**A**s Memorial Day & 4th of July approaches let's take the time to remember what the holidays are all about, supporting our heroes. One brand that's making it their mission to give back to our heroes is Los Angeles based brand, Never Forgotten Apparel (NFA). They give 20% of total sale to non-profits and 50% to individual veterans and firefighters in need nationwide. The Never Forgotten Apparel collection consists of premium women's and men's clothing, which are made entirely in their LA headquarters. The men's line features graphic Ts, bomber jackets and hoodies. The women's line features lightweight sweaters, fashionable leggings, pullover hoodies, and more.

Never Forgotten Apparel is already making waves through Hollywood, they were lent support from Leslie Hope of Station 19 who donated shirts and former firefighter turned model Rain Dove expressed interest in the trendy bomber jackets.

NFA's founder Adam Khoda recently started the [#10ForThem Movement](https://neverforgottenapparel.com/collections/shop-mens/products/will-t-shirt)(<https://neverforgottenapparel.com/collections/shop-mens/products/will-t-shirt>), where if you purchase a

“Where There’s a Will, There’s a Way” t-shirt for \$19.95, \$10 is donated to former Iron Man competitor Will Guimaraes of 58B Firehouse, an off-duty LA firefighter with a rare disease similar to Leukemia called Aplastic Anemia (often caused by exposure to Benzene and burning plastic) not covered by his insurance. The Tee is something you can wear year-round, especially knowing that your money went to help someone in need. They also make for great gifts for the heroes in your life.

Here are some more reasons to support a brand that gives back:

- Homeless veterans in the City of LA was up by 20% in 2017 where the count of unsheltered was 42,828 and sheltered homeless was 14,966 (source: Los Angeles Homeless Services Authority)
- On any given night, more than 107,000 Veterans are without shelter and lack basic healthcare. (We Honor Veterans)
- As of June 2017, 70% of America’s firefighters are volunteers and 85% of the nation’s fire departments are all or mostly volunteer. (NFA)
- Nationwide, volunteer fire departments save municipalities, and taxpayers, \$139.8 billion per year in firefighting costs, according to a 2014 report. (NFA)

Head over to [neverforgottenapparel.com](http://neverforgottenapparel.com) to shop the collection.