



FOR IMMEDIATE RELEASE

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## 29TH ANNUAL VALOR AWARDS SET TO HONOR REGION'S FIRST RESPONDERS

RICHMOND, VA, Oct. 30, 2018 – Retail Merchants (RMA) is pleased to announce the 29th Annual Valor Awards to be held Wednesday, November 14, 2018 at the Greater Richmond Convention Center (GRCC) from 7:30-9:30am.

Created by Retail Merchants and key community partners in 1989, the Valor Awards celebrate the courageous acts of Richmond region First Responders and their families, with special recognition for those who have gone above and beyond the call of duty.

The 2018 Valor Awards will honor First Responders from Chesterfield County Police Department, VCU Police Department, Goochland County Fire & Rescue, Hanover County Sheriff's Office, Henrico County Police Division, and Richmond Police Department. The morning will be emceed by Lisa Schaffner, Director of Public Relations and Marketing for the United Network for Organ Sharing (UNOS).

"The annual Valor Awards are a celebration of gratitude honoring these men and women who have dedicated their lives and given so much of themselves for the betterment of our community," said Nancy Thomas, President and CEO of Retail Merchants. "It honors not only them, but also their families who graciously share their First Responders with all of us."

Honorees are nominated by area Fire/EMS and Police Chiefs based on three sets of criteria which the nominees must meet in order to receive a Gold, Silver, or Bronze Valor Award. Criteria for each classification are as follows:

**GOLD** – The highest level is awarded to an individual in recognition of an act involving extreme personal risk – which is clearly above and beyond the call of duty.

**SILVER** – Awarded to an individual in recognition of acts involving great personal risk.

**BRONZE** – Awarded to an individual in recognition of acts involving unusual personal risk beyond what is expected while performing one's usual responsibilities. Bronze awards may also be presented to officers who demonstrate unusual judgement, zeal, or ingenuity.

The public is welcome to attend the annual breakfast. Tables or individual seats may be purchased online at [retailmerchants.com](http://retailmerchants.com). Proceeds from these sales, in addition to sponsorships, allow First Responders and their families to attend the breakfast ceremony at no cost.

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Retail Merchants (RMA) is a membership organization that does everything with retailers in mind and has held its members' best interests at heart since 1906.

RMA champions the success of retailers and related businesses by promoting being loyal to local, using their voice to protect the rights of retailers, and educating and inspiring the retail community through events and programs.

Mission Statement: To serve as the ultimate resource for local retailers to thrive.

For more details about Retail Merchants visit  
[www.retailmerchants.com](http://www.retailmerchants.com).

**MEDIA SEATS AVAILABLE:**

**Please RSVP on or before Monday, November 5, 2018.**

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**DAY OF EVENT:**

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