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FOR IMMEDIATE RELEASE

## **Precious Plate Raises Over \$6,500 for WNYHeroes to Support Local Veterans**

**NORTH TONAWANDA, NY – August 17, 2025** – Western New York veterans and their families will benefit from more than \$6,500 raised at Precious Plate’s annual company picnic, held August 16 at the Gratwick Fire House. The event supported WNYHeroes, Inc., a nonprofit that provides essential services to veterans across 14 counties. This year’s total surpassed the \$6,000 raised in 2024, reinforcing Precious Plate’s long-standing commitment to those who have served.

### **Raffle Proceeds Fuel Lifesaving Programs**

The majority of funds were raised through a company-wide raffle, made possible by the generosity of Precious Plate employees, vendors, and business partners. More than 90 themed baskets and high-value prizes—including flat-screen TVs, Buffalo Bills tickets, a Blackstone grill, and a Yeti cooler—drew enthusiastic participation.

“Every dollar raised helps us provide immediate financial aid, peer support, service dogs, and scholarships,” said Chris Kreiger, co-founder and President of WNYHeroes. “These programs directly impact veterans’ lives, helping them transition to civilian life with dignity and support. Precious Plate’s continued partnership is a powerful reminder that our community stands with those who served.”

### **A Day of Fun with a Purpose**

The picnic, open to employees and their families, blended celebration with purpose. Activities like face painting, balloon artistry, water slides, bouncy castles, Velcro axe throwing, and disc golf demonstrations by Buffalo Niagara Disc Golf created a festive atmosphere that encouraged participation and strengthened community bonds.

“Seeing our team come together for a cause like this is incredibly meaningful,” said John McKinney, Human Resources Director at Precious Plate. “Supporting WNYHeroes allows us to give back to the veterans in our community and honor their sacrifices in a tangible way.”

WNYHeroes also had a visible presence at the event, engaging with attendees and sharing their mission firsthand.

### **A Legacy of Giving**

For over 30 years, Precious Plate has supported local charities through its annual picnic. The company, known for its expertise in reel-to-reel electroplating with a focus on selective plating and stamping, continues to prioritize community involvement as a core part of its identity.

### **Support WNYHeroes**

To learn more about WNYHeroes or to contribute to their mission, visit [www.wnyheroes.org](http://www.wnyheroes.org).

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