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## FOR IMMEDIATE RELEASE

### **UCLA X OHT releases for 11<sup>th</sup> year of US veteran support**

*Proceeds from the UCLA X OHT collection, available at the UCLA Store, are intended to fulfill the OHT mission of supporting the recovery of all veterans and wounded services members.*

**Los Angeles, Calif., Nov. 1, 2023** – Now available at the [UCLA Store](#), the 2023 UCLA X [Operation Hat Trick](#) (OHT) collection released in honor of those who have served in the U.S. Armed Forces and those who continue to serve.

The line includes a range of sleek men and women’s jackets, crewnecks and hats. All items are outfitted with the iconic UCLA logo, OHT name, as well as a tribute to veterans with an American flag patch on the jackets and crewnecks.

“Operation Hat Trick is very appreciative of UCLA’s continued support by bringing in OHT product/merchandise on their on-campus store and other retailers,” said Dot Sheehan, founder and CEO of OHT. “A portion of every sale comes back to OHT and we then donate to local organizations that support the recovery of wounded service members and veterans. And it’s extremely important for us to make a difference in UCLA’s local area.”

The OHT mission is to generate awareness and support for the recovery of wounded service members and veterans through the sale of OHT branded merchandise. OHT is dedicated to Navy SEALs Nate Hardy and Mike Koch, who were killed in Iraq in 2008. [Associated Students UCLA](#) (ASUCLA), through its licensing and retail operations, has been a proud advocate of the OHT initiative since 2012 with UCLA X OHT merchandise.

“The UCLA X OHT has been released with a purpose at the UCLA Store— to give back toward the aid and rehabilitation of our nation’s wounded and recovering veterans,” said Peter Poon, UCLA Store director.

OHT will donate a portion of the sales to select organizations that fulfill the OHT mission, including the [UCLA Veterans Resource Center](#).

“To date, OHT has donated \$4.6 million to 128 organizations in 41 states,” Sheehan said. “OHT will hit \$5 million this fiscal year. Go to [operationhattrick.org](http://operationhattrick.org) for more information.”



The UCLA X OHT line is now available for purchase at the UCLA Store, in-store and online. Keep up with the UCLA Store and future promotions by following [@uclastore](#) on Instagram.

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**About Operation Hat Trick**

Operation Hat Trick generates awareness, support and funding for the recovery of America's wounded service members and veterans. OHT pursues these goals through the sale of OHT branded merchandise, proceeds of which are distributed to selected organizations supporting the OHT mission. OHT receives a royalty on every product purchase of co-branded apparel and merchandise in conjunction with over 500 supporting American colleges and universities, as well as many NHL, NBA, and MLB teams. Its products are also available via online retailers such as Fanatics, Amazon and national retailers including Dick's Sporting Goods, Academy Sports & Outdoors, Kohl's, Lids, Scheels and more. OHT is dedicated to Nate Hardy and Mike Koch, two Navy Seals who were killed in Iraq in 2008 and are buried side by side at Arlington National Cemetery; OHT never forgets their sacrifice. Learn more about OHT at [operationhattrick.org](http://operationhattrick.org).

**About ASUCLA:**

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit [asucla.ucla.edu](http://asucla.ucla.edu).