Mission:
22KILL is a global movement bridging the gap between veterans and civilians to build a community of support and empowerment. Our goals are to:

- Raise awareness to veteran suicide and mental health issues such as PTS and TBI
- Educate the public about current veteran-related topics and issues
- Recruit Veteran Advocates, aka "Battle Buddies"
- Support various veteran empowerment programs; i.e. Honor Courage Commitment, Inc., Equest Hooves for Heroes, Brain Treatment Foundation, Center for BrainHealth, REACT, Adaptive Training Foundation, and more.

History of #22KILL:

Honor Courage Commitment, Inc. started the #22KILL movement in 2013 after learning about the staggering statistic that an average of 22 veterans are killed by suicide every day. HCC has committed to researching and understanding the genesis of this epidemic, and educating the general public on the issue. #22KILL is a platform to raise awareness not just towards veteran suicide, but also to the issues that can lead them to suicide; these issues stem primarily from mental health conditions such as PTS and TBI, and stresses of transitioning out of the military.

The solution is veteran empowerment. One of the biggest challenges veterans face is finding a sense of purpose after service. #22KILL directly supports veteran empowerment programs that help veterans maximize their talents and understand their value outside of the military. #22KILL also continually provides support for other veteran organizations, community events and project.

The Honor Ring™

The Honor Ring™ is a black band worn on the index finger as a "silent salute" to all veterans, past and present. This ring is a symbol of respect and simply says that you support those who have served our country. As a part of the #22KILL community, it is also a reminder to us as veterans and veteran supporters that we are never alone; that we are all family.

Why is it called #22KILL?

In 2012, the VA released a Suicide Data Report that an average of 22 veterans are "KILLED By Suicide" (KBS) everyday. The name "22KILL" is meant to grab people's attention, because our primary mission begins with raising awareness to the issue. Suicide prevention is a very difficult task to undertake, especially when the general public is unaware of the issue in the first place. In order to prevent or "fix" a problem, one must first learn and understand the problem itself and its causes. By educating ourselves, we'll be able to identify the triggers that can lead someone to thoughts of suicide, and confront those issues as they come, rather than letting them accumulate into something much worse.

How can I help?

Become a Veterans' Advocate and show your support with an Honor Ring. A portion of proceeds from #22KILL sales and 100% of donations go directly towards the support of veteran organizations, empowerment programs and services for veterans and their families.

For more information about 22KILL, visit www.22kill.com

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