Kate Sullivan: (203) 569 - 0293
kate.sullivan@cohenveteransnetwork.org

“Call to Honor: A Veteran Gratitude Line” Gives Americans a New Way to Honor Veterans This Veterans Day

Cohen Veterans Network launches nationwide hotline inviting Americans to go beyond “thank you for your service” with personal messages of gratitude for veterans and their families

Research highlights broader benefits associated with expressing and receiving gratitude

**Audio/video and photos available here.

Stamford, Conn., October 30, 2026 — Only about 6% of Americans are veterans, and just 1% serve in the military today. While fewer Americans have a direct connection to someone who has served, the desire to honor and acknowledge veterans remains strong. Ahead of Veterans Day, Cohen Veterans Network (CVN), a global not-for-profit integrated network of mental health clinics for post-9/11 veterans, service members and their families, is launching *Call to Honor: A Veteran Gratitude Line*, a nationwide initiative inviting Americans to honor veterans in a way that is both personal and deliberate: by picking up the phone. Designed to encourage individuals to go beyond a simple “thank you for your service,” *Call to Honor* gives Americans a way to share meaningful messages of appreciation and veterans a way to hear them.



Through a dedicated hotline, the campaign offers two ways to take part:

- **Leave a Message of Gratitude**: Americans can dial 1-248-VETERAN (248-838-3726) and press “1” to record a personal message of gratitude. The goal isn’t to script the perfect message, but to speak from the heart, knowing that a few sincere words can say a lot. Callers can reflect on what veterans’ service means to them, recognize the sacrifices veterans and their families have made, share words of encouragement and more.
- **Listen to Messages of Gratitude**: Veterans and their families can call the same number and press “2” to hear messages of appreciation left for them. At select Cohen Clinics, physical phone displays will give veterans and their families another way to pick up the phone and hear the recordings firsthand. The messages will additionally be shared across CVN’s Facebook and Instagram channels.

Call to Honor also highlights the broader benefits of gratitude. Research has explored how gratitude relates to well-being, mental health, and social relationships. Overall, people who experience and express greater gratitude tend to report benefits such as a more positive mood, stronger self-esteem, and greater life satisfaction.

"There is real value in expressing gratitude. And while those who serve don't do it for the recognition, there is meaning in knowing that others appreciate the commitment and sacrifice it requires," said Dr. Anthony Hassan, President and CEO of Cohen Veterans Network and an Army and Air Force veteran. "*Call to Honor* gives Americans a simple way to express their heartfelt gratitude and gives veterans and their families the opportunity to hear directly how their service is recognized and valued."

Callers are already sharing personal reflections through *Call to Honor*. Among the messages received:

- *"My father was a World War II veteran in the Coast Guard. I served in the Marine Corps. My son-in-law's been in the Air Force. It doesn't matter what branch, you're all deserving, and you're the top 1% of our country. I wish everyone would see you the way I do. The military is an awesome, awesome commitment. Thank you all."* (Listen to the message.)
- *"There truly aren't enough words to express the gratitude I have for our veterans and their families. Thank you so much for your sacrifices, the time away from the people that you love, and the courage that it takes to serve and defend our country. My heartfelt prayer is that every one of our brave service members make it home safely into the arms of the family waiting for them. Your service, courage, and sacrifice will never, ever go unnoticed. God bless our veterans and their families."* (Listen to the message.)
- *"Although I didn't serve, I am so grateful to each and every one of you. I have the utmost appreciation for your service and your dedication and for everything your families gave up and worried about while you were serving. Our nation is not perfect. None is. But I truly believe it's the greatest country with the most freedoms in the world. And that's mainly thanks to our veterans and our men and women in the military. We can't thank you enough."* (Liten to the message.)
- *"I come from a military family, and I've seen firsthand a lot of the sacrifices that our service members make. From, you know, missed holidays and birthdays, time apart from loved ones. Packing up and moving all over the country or world, and sometimes the physical and mental toll it can take. Service, no doubt, requires sacrifice, and… Not many are willing to make it. I'm so grateful for you*." (Listen to the message.)

Since 2016, CVN has provided care to more than 109,000 clients and delivered more than 985,000 clinical sessions. The network treats a wide variety of mental health concerns, including depression, anxiety, military transition challenges, anger, PTSD, grief and loss, family issues, relationship problems, and children's behavioral problems. Therapy options include individual, couples, family, and group sessions. Care is available in-person and via CVN Telehealth, face-to-face video therapy. The network has 23 Cohen Clinics serving 22 states and the District of Columbia and five clinics on U.S. military bases in Asia opening soon.

To hear messages shared through *Call to Honor,* explore ways to show appreciation, and learn more about

the benefits of gratitude, visit cohenveteransnetwork.org/veteransday.

Media assets including audio/video and photos are available here.

ABOUT COHEN VETERANS NETWORK

Cohen Veterans Network (CVN) is a 501(c)(3) global not-for-profit philanthropic organization for post-9/11 veterans, active-duty service members, and their families. CVN focuses on improving mental health outcomes, operating a network of outpatient mental health clinics in high-need communities, in which trained clinicians deliver holistic evidence-based care to treat mental health conditions. It was established in 2016 by philanthropist Steven A. Cohen with a commitment of $275 million to build the network. Learn more about CVN at cohenveteransnetwork.org.