



news

INSIGHTS AND INNOVATIONS LEADING TO IMPACT

Greenwich, Connecticut, August 31, 2020... Wow to Pop, Inc., based in Greenwich, Connecticut, announced that Cynthia and David Kim, Co-Founders of Children of the Fallen Patriots Foundation have been recognized as the first recipients of Actionnate's Actionnater of the Month.

Actionnate™, launching in Fall 2020, was created to provide the first central trustworthy source and data repository for achieving sustainability and social responsibility goals. Actionnate aggregates data on its web platform and app for use by consumers, brands and non-profits, facilitating *The Purposeful Economy*. With its proprietary database, Actionnate is the only app which provides consumers with a third-party verified, standardized series of snapshots to authenticate whether brands and non-profits meet their declared CSR/ESG* promises. It also informs brands and non-profits on how effectively they are engaging relevant consumer clusters or if they need to pivot. Actionnate's dynamic database details more than 50 **social causes**, **corporate governance** and **product standards** and provides consumers with current assessments and news.

Kathryn Minckler, Founder and Chief Executive Officer of Wow to Pop, remarked, "**Actionnater of the Month** was conceived to celebrate people and brands that inspire others with their passion to help make the world a better place for each of us and, have done so, by taking extraordinary action directed at purposeful change. The

extraordinary vision and accomplishments of Children of the Fallen Patriots and its Co-Founders, Cynthia and David Kim, set the highest example for all. They have made a remarkable contribution to honoring the legacy of our country's fallen patriots by providing their children and families with college scholarships and support. Their support enables children who might not otherwise have the ability to afford a college education. It is an important living investment in these children and their families as well as our country's future."

Cynthia Kim commented, "On behalf of the Children of Fallen Patriots staff, board, and the military families we serve, it is an honor to be selected as Actionnate's Actionnater of the Month. As the new school year begins, and especially this year with all of its many challenges, our mission to provide college scholarships and educational counseling to military children who lost a parent in the line of duty has never been more important. We appreciate the support of Actionnate and its followers who are passionate about positive change and action."

Research conducted by The Lucas Group estimates that 20,000 dependents have been left behind by troops who have fallen in the line of duty over the past 35 years. Many surviving families struggle to make ends meet with 55 percent of surviving spouses making less than \$55,000 per year. With no central repository of information from which to find these children, Children of the Fallen Patriots works to find each and every one of these children to assist them in their growing success. Since its founding, the Foundation has provided college scholarships totaling more than \$40 million to more than 1,900 Gold Star students in all 50 states, in all branches of the military and has a pipeline of more than 9,000 children in its unique database.

For additional information, please visit Actionnate.com and email [Barry Schwartz](mailto:Barry.Schwartz) at Schwartz Public Relations.

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Company Background:

Children of the Fallen Patriots Foundation was founded in 2002 by Cynthia and David Kim to ensure that every child of a fallen patriot receives all necessary college funding.

Children of the Fallen Patriots is dedicated to serving the families of service members from all branches of the armed forces who have died as a result of combat casualties, military training accidents, service-related illnesses, suicide, as well as other duty-related deaths as ruled by the Department of Veterans Affairs. The Foundation's mission is to provide college scholarships and educational counseling to military children who have lost a parent in the line of duty.

David Kim, inspired by the sacrifice of fellow comrade, Sergeant William Delaney Gibbs from the 7th Infantry Division, who was killed in action during Operation Just Cause in Panama in 1989 five days before Christmas, leaving behind his wife and unborn baby girl. Founder and CEO, David Kim, served with Sergeant Gibbs and was inspired by his sacrifice and never forgot about Sergeant Gibbs or his daughter. When David Kim returned to the United States, he founded Children of the Fallen Patriot and has grown its mission and vision to provide scholarships in excess of \$40 million.

Wow to Pop, Inc. was founded in 2018 in Greenwich, Connecticut to develop significant market insights, intelligence and innovative communications products. The Company's first product, Actionnate™, launching in the Fall of 2020, was created to provide a

solution to the absence of a central authority and data repository for achieving sustainability and social responsibility goals.

Actionnate's web platform supports a dynamic database, vetting brands and non-profits by assessing their public CSR/ESG* promises and provides consumers with updated certified assessments and news that they can use to determine if the CSR/ESG values promised and espoused by the companies are in fact being followed by them.

Facilitating purposeful collaborations, Actionnate allows consumers to decide what brands and non-profits to support, be it with product, service and stock purchases, career paths, advocacy or contributions.

Conversely, Actionnate informs brands and non-profits whether they are aligned with current consumer values serving their business models, enabling them to quickly conduct research and make, when appropriate, real-time marketing pivots.

* CSR – Corporate Social Responsibility; ESG – Environmental Social Governance.