

**Media Contact:**

Daphne Plump, D. Plump Consulting

Tel: (661) 478-6512

Email: [pr@dplump.com](mailto:pr@dplump.com)

**FOR IMMEDIATE RELEASE**

January 13, 2012

**William Henry Joins ACT Today!'s National Campaign to Raise Funds for Military Children with Autism**

*American luxury brand William Henry is donating a portion of its profits to the ACT Today! (Autism Care and Treatment) for Military Families national campaign, now until February 14, 2012.*

**NATIONWIDE, JANUARY 16, 2012** – ACT Today! (Autism Care and Treatment) a national non-profit organization whose mission is to provide care and treatment to children with autism, announces luxury toolmaker William Henry will donate 10% of all of its profits to the ACT Today! for Military Families (ATMF) fund now through Valentine's Day. Sales include William Henry's luxury pocketknives, money clips, pens, and golf tools.

"We know that military personnel who have children with autism fight a battle on two fronts, one for their country, the other for their child with autism," says Matthew Conable, chief designer and founder of William Henry. "When we learned of ACT Today!'s national campaign to help military children with autism, William Henry thought this initiative would not only spread autism awareness, but help fulfill ATMF's mission to provide grants to military children with autism to get the necessary tools they need to reach their highest potential."

According to the Centers for Disease Control and Prevention, 1 in 110 children in America is diagnosed with an autism spectrum disorder (ASD), making ASD more prevalent than juvenile diabetes, pediatric cancer and childhood AIDS combined. It is estimated that autism affects 1 in 88 military children.

The goal of the ATMF fund is to improve awareness of the unique needs of the military family living with autism and provide access to urgently needed treatments and support services. ATMF was established in July 2010. Since its first year of operation, ATMF has provided assistance to over 110 military families through its grant program. Grants funded included assistance with behavioral therapy, medical services, assistive technology, safety equipment, assistance dogs, legal services, therapy equipment, assessments, and other quality of life support.

**About ACT Today!:** ACT Today! (Autism Care and Treatment) is a 501(c)(3) non-profit organization dedicated to providing resources and funding to families of children with autism who cannot afford or access the necessary tools their children need to reach their full potential. For more information about ACT Today!, visit [www.act-today.org](http://www.act-today.org).

**About ACT Today! for Military Families:** ACT Today! for Military Families (ATMF), is a national program of ACT Today!. It was launched in July 2010. ATMF works to improve awareness and delivery of effective autism services, and provides financial assistance to military families to help defray out-of-pocket costs associated with autism treatments, services, and other quality of life programs. For more information about ACT Today! for Military Families, visit [www.acttodayformilitaryfamilies.org](http://www.acttodayformilitaryfamilies.org).

**About William Henry:** William Henry is an American luxury brand devoted to the vision of designing and creating superlative functional jewelry. Designer and entrepreneur Matt Conable established the brand in 1997 creating exclusive and award-winning pocketknives. Today's collections include writing instruments, money clips and golf tools. The seamless integration of classic natural materials, precious metals & gemstones, and state-of-the-art alloys are hallmarks of Williams Henry's work. The brand creates limited editions only, and no two pieces are ever replicas. For more information about William Henry, visit [www.williamhenrystudio.com](http://www.williamhenrystudio.com).

