

# Gobi is Turning Up the Heat for the Holidays with the Launch of its Military Program

*Every Day is Veterans Day at Gobi Heat*

FORT COLLINS, COLORADO, UNITED STATES, November 28, 2023 /EINPresswire.com/ -- [Gobi Heat](#), a leading innovator in heated apparel technology, proudly announces the launch of its new Military Program, a strategic initiative aimed at supporting all members of the U.S. Armed Forces, all Veterans and all Military Family Members, in partnership with the esteemed Leading Points Corporation.

This groundbreaking collaboration combines Gobi Heat's cutting-edge heated apparel with Leading Points Corporation's expertise in military and veteran support services, creating a unique program designed to enhance the well-being and comfort of those who have served and continue to serve our nation.

The [Gobi Heat Military Program](#) is dedicated to providing high-quality heated apparel to military personnel, offering them warmth and comfort in challenging environments. The program is not only a testament to Gobi Heat's commitment to innovation but also a heartfelt expression of gratitude to the brave men and women who have sacrificed for our country.

Leading Points Corporation, a recognized leader for creating comprehensive military and government programs, will play a pivotal role in identifying and reaching out to eligible military personnel and veterans who can benefit from the Gobi Heat Military Program. Their extensive experience and dedication to supporting the military community make them the ideal partner for this initiative.



Gobi Heat Logo w/Vest

To commemorate the launch of the Gobi Heat Military Program, the company has adopted the slogan "Every Day is Veterans Day." This powerful mantra encapsulates the ongoing commitment to honoring and supporting military personnel, emphasizing that the gratitude and respect for their service should extend beyond a single day.

Gobi Heat is excited about the positive impact this program will have on the lives of those who have served in the military. The collaboration with Leading Points Corporation ensures that the program reaches those who need it most, aligning with Gobi Heat's mission to make a meaningful difference in the lives of individuals through innovative solutions.

For more information about the Gobi Heat Military Program and how to participate, please visit at, [www.gobiheat.com/pages/militaryprogram](http://www.gobiheat.com/pages/militaryprogram)

About Gobi Heat: Gobi Heat is a leading provider of heated apparel, specializing in high-quality, innovative solutions to keep individuals warm in cold environments. With a commitment to excellence and a passion for technological advancements, Gobi Heat continues to push the boundaries of heated clothing.

About Leading Points Corporation:

Leading Points Corporation, a company that assists businesses in establishing themselves within the military and government markets by creating programs designed to support all members of the Military Market. Leading Points has also developed a new military technology platform ([Military Connect®](#)) that allows members of the U.S. Armed Forces, all veterans, and all military family members to assert their own identity and participate in a wide array of military benefits



Gobi Heat Jacket



Gobi Heat Women's Jacket close

and offers.

Kevin Sullivan

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