

PuroClean's PuroVet Program Supports Stellantis 9/11 Remembrance Ruck March

PuroClean's veteran initiative joins Stellantis Veterans Group to honor 9/11 and support Piquette Square, Michigan Stand Down, and Vets Returning Home.

AUBURN HILLS, MI, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- [PuroVet](#), [PuroClean](#)'s veteran-focused program, proudly supported the Stellantis Veterans Group 9/11 Remembrance Ruck March, contributing 100 backpacks filled with essential items that will benefit veterans served by Piquette Square, Michigan Stand Down and Vets Returning Home.

Held at the Chrysler Technology Center in Auburn Hills, the annual Ruck March brings together Stellantis employees, veterans, company leaders, and community supporters to remember those who lost their lives on September 11, 2001, honor the military members and first responders who answered the call, and turn remembrance into meaningful service.

PuroVet was represented at the event with its banner prominently displayed and joined the broader veteran community in supporting a tradition that combines remembrance with direct assistance for Michigan veterans.



Frank Torre, Vice Chairman, PuroClean

“September 11 reminds us not only of tremendous sacrifice, but also of what happens when Americans come together in service to one another,” said Frank Torre, Vice Chairman of PuroClean and a driving force behind the PuroVet program. “PuroVet is committed to standing with veterans long after their military service ends. Providing these 100 backpacks is one way we can turn that commitment into action and support organizations doing important work for veterans right here in Michigan.”

Stellantis Veterans Group Turns Remembrance Into Service

The 9/11 Remembrance Ruck March has become an important initiative of the Stellantis Veterans Group, bringing the company’s veteran community together with employees, leadership, and supporters around a shared mission of remembrance and giving back.

The event features a 2.2-mile ruck march, with participants carrying backpacks and supplies as they walk in remembrance of September 11 and those whose lives were forever changed by the attacks.

The Stellantis Veterans Group works throughout the year to build connections among veterans within the company while supporting the broader veteran community. The Ruck March embodies that mission by transforming a day of remembrance into an opportunity to serve veterans who need assistance.

“Each year, this event gives us an opportunity to remember the lives lost on September 11 while continuing the spirit of service that followed that day,” said Jordan Williams of the Stellantis Veterans Group. “The support from organizations like PuroVet helps us extend the impact



Jordan Williams, Co-Chair, Stellantis Veterans Group BRG

beyond the march itself. Their contribution of 100 backpacks will help provide meaningful assistance to veterans in our community, and we appreciate their commitment to this mission.”

100 Backpacks Supporting Three Michigan Veteran Organizations

Through the PuroVet program, 100 backpacks filled with much-needed items were provided to support three organizations serving Michigan veterans: Piquette Square, Michigan Stand Down and Vets Returning Home.

Each organization provides critical assistance to veterans facing different challenges, from housing and homelessness to essential supplies, resources and support as they work toward greater stability and independence.

The donation reflects PuroVet’s broader philosophy that supporting veterans extends beyond creating business opportunities. It also means supporting the organizations working directly with veterans in communities across the country.

“This is what PuroVet is supposed to represent,” Torre said. “We want to help veterans build businesses and create their next chapter, but we also have a responsibility to support veterans who may be going through a difficult chapter. Whether that means creating an opportunity or simply providing essential items when they are needed, we want veterans to know there is a community standing behind them.”

PuroVet: Continuing the Mission

PuroVet is PuroClean’s veteran-focused program designed to help veterans translate the leadership, discipline, resilience, and mission-focused mindset developed during military service into entrepreneurship and franchise ownership.

PuroClean has built a national [restoration network](#) of more than 550 locations, with veterans playing an important role throughout the franchise system. Through PuroVet, qualified veterans receive a 25% discount on the initial franchise fee, along with access to PuroClean’s established training, operational systems and ongoing franchise support.

Approximately one in seven PuroClean franchise owners is a veteran, underscoring the connection between military leadership and entrepreneurship within the organization.

PuroVet also works to build relationships with veteran service organizations, businesses and corporate partners that share its commitment to strengthening the veteran community.

About the Stellantis Veterans Group

The Stellantis Veterans Group is an employee-led organization that connects veterans, military

families, allies and supporters across Stellantis. Its work focuses on strengthening the veteran community within the company while creating opportunities to serve veterans and military-connected communities outside the workplace.

The annual 9/11 Remembrance Ruck March at the Chrysler Technology Center is one of the group's signature initiatives, bringing participants together to remember September 11 through service, camaraderie, and community support.

About Stellantis

Stellantis (NYSE: STLA / Euronext Milan: STLAM / Euronext Paris: STLAP) is a leading global automaker, dedicated to giving its customers the freedom to choose the way they move, embracing the latest technologies and creating value for all its stakeholders. Its unique portfolio of iconic and innovative brands includes Abarth, Alfa Romeo, Chrysler, Citroën, Dodge, DS Automobiles, FIAT, Jeep®, Lancia, Maserati, Opel, Peugeot, Ram, Vauxhall, Free2move and Leasys.

For more information, visit www.stellantis.com.

About PuroVet

PuroVet is PuroClean's veteran-focused program, created to help veterans explore franchise ownership and build their next mission through entrepreneurship.

The program combines the leadership and problem-solving skills veterans bring from military service with the training, systems and support of an established property restoration franchise network. PuroVet also supports veteran organizations, events and community initiatives as part of its broader commitment to those who served.

You didn't serve to play it safe. Your next mission could be ownership.

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