

Space Force Association Partners with True Victory to Launch Official SFA Store

Veteran-owned sportswear brand joins SFA to offer Guardians, chapters and Space Force supporters a brand-new line

COLORADO SPRINGS, CO, UNITED STATES, September 25, 2026

/EINPresswire.com/ -- The Space Force Association (SFA) today announced a new partnership with [True Victory](#), a sportswear and streetwear brand founded by military veterans and first responders, to launch [the official SFA Store](#). The online store offers Guardians, veterans, families and space supporters a curated line of activewear designed to reflect SFA's mission and community pride.

The store features activewear carrying SFA branding that can be customized for SFA's chapters, giving Guardians, members and partners a way to show their support for the U.S. Space Force and the broader space community. Proceeds from SFA Store purchases directly support SFA programs, advocacy efforts and member resources.



True Victory is a veteran- and first-responder-owned sportswear brand.

True Victory is a veteran- and first-responder-owned sportswear brand built around a mission to transform lives and elevate humanity through the power of sports, storytelling and service to others. The brand partners with military units, first-responder organizations and nonprofits across the country to produce apparel that supports their communities.

"This partnership with True Victory gives our Guardians, members and their families a new way to show their Space Force Association pride while directly supporting the programs and advocacy that drive our mission forward," said Damon Feltman, CEO, Space Force Association. "True Victory's veteran-owned roots and commitment to service make them a natural fit for SFA, and we're excited that our chapters will be able to customize this activewear as their own."

"True Victory was built on the belief that what we wear can represent something bigger than ourselves. Our partnership with the Space Force Association is a natural extension of that mission; honoring those who serve, strengthening the community around them, and using this platform to make a positive difference. We're incredibly proud to stand alongside SFA and the Guardians, Airmen, families, and supporters they represent," said Brig. Gen. (Ret.) Gen Jason Janaros, True Victory Founder & CEO.

The SFA Store is available now at ussfa.org/sfa-store. Questions about products or orders can be directed to True Victory customer service at customerservice@truevictory.com.

About Space Force Association

The Space Force Association is the only nonprofit solely dedicated to supporting the United States Space Force and advancing American and global spacepower. SFA is a community of Guardians, veterans, industry leaders, educators and space professionals united around a shared purpose, with local chapters around the globe. SFA's vision is a future where a dominant U.S. Space Force, supported by an engaged and educated public, ensures the space domain remains secure and accessible for all. To get there, SFA's mission is to champion a strong Space Force, uplift its Guardians, and serve as the premier national association uniting the public and private sectors in that shared purpose. Learn more at ussfa.org.

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