

Mr. & Ms. Military Organization Joins VSSN'S Great Crate Holiday Challenge, Kicking Off A New Direction For 2027

Community Ambassadors nationwide are being challenged to mobilize supporters, fill Great Crates and serve military and veteran families during Winter Wonderlane Holiday in Temecula



MR. & MS.
MILITARY
LEADERSHIP SHOWCASE

RECOGNIZING LEADERS.
EMPOWERING AMBASSADORS.
STRENGTHENING COMMUNITIES.

VETERANS
FAMILIES
COMMUNITY
IMPACT

*Service
Beyond
Self*

MS. MILITARY PHOENIX

STRONG
PEOPLE
STRONGER
COMMUNITIES

MEET THE
AMBASSADOR



MS. MILITARY PHOENIX



VETERAN
ADVOCATE



COMMUNITY
LEADER



NONPROFIT
SUPPORTER



POSITIVE
CHANGE

PEOPLE ★ PURPOSE ★ POSSIBILITY

@MRMSMILITARY | | #MRMSMILITARY

Temecula, California Sep 21, 2026 ([Issuewire.com](https://www.issuewire.com)) - The Mr. & Ms. Military Organization is joining the Veterans Supplemental Support Network (VSSN) for the **Great Crate Holiday Challenge**, giving its Community Ambassadors an opportunity to put leadership into action by rallying their communities in support of military and veteran families this holiday season.

The Great Crate Holiday Challenge will culminate during **VSSN's Winter Wonderlane on Friday, December 11, 2026, from 5:30 p.m. to 9:30 p.m.** at **Promenade Temecula**, in the plaza in front of the Edwards theater, **40750 Winchester Road, Temecula, CA 92591**.

Winter Wonderlane is designed as a kickoff to the holiday season for families, with special surprises planned for local military and veteran families. During the one-night celebration, more than **5,000 toys and 300 holiday treats** are expected to be gifted to military and veteran families in need.

For the Mr. & Ms. Military Organization, participation in the Great Crate Holiday Challenge also represents the beginning of a new direction for its 2027 program.

"We are switching it up for 2027," said **Calvin Hill, President of the Mr. & Ms. Military Organization**. "We never wanted to be a boring beauty pageant. Our military veterans and family members deserve more. A huge portion of the scoring will come from our next events. Anyone can be the next Mr. or Ms. Military USA 2027. Our titles are open to active duty, veterans, and their family members."

SERVICE, LEADERSHIP AND COMMUNITY IMPACT

Rather than focusing solely on what participants do on a stage, the organization plans to place greater emphasis on what its Community Ambassadors accomplish in their communities.

The Great Crate Holiday Challenge provides an opportunity for Ambassadors to demonstrate their ability to lead, organize, and inspire others in support of a meaningful mission.

This is not a competition between Community Ambassadors.

Instead, it is an opportunity to demonstrate what can happen when individuals use their voices, relationships, and platforms to bring people together in service.

Each participating Mr. & Ms. Military Community Ambassador is being given a mission:

Build your team.

Fill at least three Great Crates.

Keep collecting.

Bring your supporters with you.

Show up together at Winter Wonderlane.

Community Ambassadors will have opportunities to participate in service activities, connect with military and veteran families, take photographs with their teams and supporters, and join other participants on

stage for recognition during the Great Crate Holiday Challenge.

The service activity will also give the Mr. & Ms. Military Organization an opportunity to recognize Ambassadors who demonstrate leadership through their ability to organize supporters and generate community participation.

COMMUNITY AMBASSADORS WANTED ACROSS AMERICA

Participation is not limited to current Ambassadors.

The Mr. & Ms. Military Organization is appointing **Community Ambassadors throughout the United States** and is inviting active-duty service members, veterans, and military family members to become involved.

Even individuals who live outside Southern California may participate in the Great Crate Holiday Challenge. A Community Ambassador who can identify two or three friends, relatives, colleagues, or supporters in Southern California may organize a local collection team under the Ambassador's leadership.

Those supporters can collect donations, fill Great Crates, and then join their Ambassador as part of the Winter Wonderlane experience.

Individuals interested in becoming a Mr. & Ms. Military Community Ambassador and accepting the Great Crate mission may email info@mmmilitary.net with the words "I'm in" to begin the team activation process.

Additional information about the Mr. & Ms. Military Organization and its Community Ambassador program is available at **mmmilitary.net**.

ABOUT THE MR. & MS. MILITARY ORGANIZATION

The Mr. & Ms. Military Organization is a veteran-led recognition, education, and leadership platform dedicated to showcasing, celebrating, and educating active-duty service members, military veterans, and military families while empowering them to serve as community ambassadors who raise awareness and support for nonprofit organizations and community causes.

Recognizing Leaders. Empowering Ambassadors. Strengthening Communities.

EVENT INFORMATION

VSSN Great Crate Holiday Challenge / Winter Wonderlane

Friday, December 11, 2026

5:30 p.m. – 9:30 p.m.

Promenade Temecula – Plaza in front of the Edwards Theater

40750 Winchester Road

Temecula, CA 92591

Great Crate Holiday Challenge information and registration:

<https://www.eventbrite.com/e/great-crate-holiday-challenge->

[tickets-1992599394428?aff=oddtcreator&keep_tld=true](https://www.issuewire.com/tickets-1992599394428?aff=oddtcreator&keep_tld=true)



MR. & MS. MILITARY SHOWCASE
RECOGNIZING LEADERS. EMPOWERING AMBASSADORS. STRENGTHENING COMMUNITIES.

GREAT CRATE Holiday Challenge
SERVE ★ SUPPORT ★ BRING HOPE
MILITARY FAMILIES ★ VETERANS ★ STRONGER COMMUNITIES

YOUR MISSION

- BUILD** your team.
- FILL** at least three Great Crates with holiday support for military and veteran families.
- KEEP COLLECTING.** Additional donations welcome. Toys can be collected separately in toy boxes.
- BRING** your supporters with you to Winter Wonderland.

Together We Make a Difference!

FRIDAY, DECEMBER 11, 2026
YSSN's Winter Wonderland Promenade Terrace

VSSN
VETERANS SUPPLEMENTAL SUPPORT NETWORK
WORKING TOGETHER AND SERVING

- ★ Service Activities
- ★ Connect with Military & Veteran Families
- ★ Photos with Your Teams
- ★ On Stage Recognition

READY TO ACCEPT THE MISSION?
REPLY "I'M IN"
AND WE'LL GET YOUR TEAM ACTIVATED.

LEARN MORE ABOUT THE GREAT CRATE HOLIDAY CHALLENGE →



MR. & MS. MILITARY DALLAS 2025

PEOPLE ★ PURPOSE ★ POSSIBILITY

PEOPLE
PURPOSE
SERVICE
COMMUNITY

Service Beyond Self

LEAD
SERVE
INSPIRE
UNITE

GREAT CRATE HOLIDAY CHALLENGE

TOYS
HAPPINESS
HOPE

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Source : Mr Ms Military Organization

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