



GIRLSTRONG® Launches Military Spouse Collection to Honor Resilience and Give Back to the Military Community

*With every Military Spouse **SHE SERVES TOO** Shirt sold, GIRLSTRONG will donate **50%** of the net proceeds to the **National Military Family Association***

*Military Spouse **Nicole B. Gebhardt** to be honored as the 2026 National Guard Spouse of the Year in Washington DC, **May 7th***

(ATLANTA, GA – April 2026) — GIRLSTRONG®, a women-focused athletic wear brand committed to empowering and supporting women, proudly announces the launch of its new Military Spouse collection: [She Serves Too](#). This meaningful initiative celebrates the strength and resilience of military spouses while giving back to organizations that support them.

GIRLSTRONG has partnered with the [National Military Family Association](#) (NMFA), a leading nonprofit dedicated to serving military families through advocacy and programs that address their unique challenges. For every [She Serves Too](#) Military Spouse shirt sold, **GIRLSTRONG will donate 50% of the net proceeds to the NMFA.**

“At GIRLSTRONG, we are always looking for meaningful ways to serve and give back,” said Lisa Crossley, CEO of GIRLSTRONG. “I’ve always felt a deep personal connection to the military—my father was a proud Marine, and my brother served in the Navy. When I met Nicole Gebhardt, a National Guard Spouse, who is also a bestselling author, speaker, and transformational coach, I was immediately inspired.”

Lisa continued, “When I think about who embodies strength, service, and heart, I think of Nicole. She represents the power behind so many who serve—often quietly, and without recognition. And over the years, Nicole has become not just a collaborator, but a true friend.”

The [She Serves Too](#) collection was designed in celebration of Nicole and the countless accomplished military spouses whose dedication, resilience, and sacrifice often go unseen.

This launch is deeply personal for **Nicole B. Gebhardt**, who in addition to being a purposeful military spouse, and the newest member of the GIRLSTRONG leadership team, works tirelessly on behalf of women. Her life’s journey has been marked by significant challenges, personal loss, and resilience. Through her experiences, Nicole has developed a passion for supporting other military spouses navigating their own hardships.



Following hundreds of nominations nationwide and a national vote yielding more than 20,000 votes, Nicole will receive the honor of being named the **2026 National Guard Spouse of the Year** in Washinton DC on May 7. Nicole’s recognition highlights her unwavering passion for strengthening the military community and her leadership in advocating for mental health and support for military families. Nicole will travel from **Fairbanks, Alaska** to accept her award alongside other Military Spouses of the Year.

“In addition, the *National Military Family Association* reached out to me and asked me to be a part of its 2026 Capital Hill Day while I am in Washington DC for the *Military Spouse of the Year* ceremony,” added Nicole. “We will go to Capitol Hill together and advocate for legislation that better supports military spouses moving forward. Only 20 military spouses in the entire US were invited to attend this once in a lifetime opportunity.”

Nicole said, “Military wives go through unspeakable hardships at home while their husbands are bravely serving. It is critical to support organizations such as the National Military Family Association, who champion the needs of military families.”

2026 Armed Forces Military Spouse of the Year

Winners of the Armed Forces Military Spouse of the Year® (MSOY) are selected based on their military community engagement, leadership, and inspiring personal journeys. MSOY represents the National Guard, Army, Marine Corps, Navy, Air Force, Space Force, and Coast Guard.

Lisa Crossley said, “Military spouses are the backbone of our armed forces’ support system. Through this campaign, we want to honor their strength, share their stories, and give back in a tangible way.”

About GIRLSTRONG

GIRLSTRONG, Inc. is a mission-driven athletic wear brand dedicated to celebrating strong women everywhere. Through its products and partnerships, GIRLSTRONG supports women-centered organizations and initiatives that promote empowerment, resilience, and community.

More Info: <https://www.girlstronginc.com/pages/giving-back>

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