



PRESS RELEASE

TAPS Named TIME101 in Partnership with Gillette

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ARLINGTON, Va. — Every year, TIME releases the **TIME100** list of the world’s most influential people, from artists to innovators, titans, leaders, icons, and pioneers. The Tragedy Assistance Program for Survivors (TAPS) is proud to be named this year’s **TIME101**, in partnership with Gillette and TIME’s award-winning branded content division Red Border by TIME, which honors an individual or group that is making an impact in their community. The annual TIME100 Gala aired last night as a primetime special on ABC.

“The TIME101 recognition and Gillette’s unwavering commitment to those who have bravely defended our freedom is an inspiration,” said TAPS President and Founder Bonnie Carroll. “Their support not only fortifies our mission to care for the families of America’s fallen heroes, but it serves as a beacon of hope for grieving military families during their darkest hours. Gillette’s dedication to the **TAPS Military Mentor** program ensures bereaved military children connect with the enduring support they need. Together, we pay tribute to our nation’s fallen heroes and offer solace to those who carry their memory every day.”

Like TAPS, Gillette has a long-running history of honoring the selfless service of military personnel and supporting their families dating back to World War I. Their support of the TAPS Military Mentor program — and, specifically, the TAPS shaving experience — is a natural extension of Gillette’s legacy of honoring service and sacrifice.

“It’s an honor for Gillette to help recognize TAPS as the TIME101 recipient this year,” said John Claughton, Vice President of Grooming for Gillette North America. “Gillette believes every boy deserves to grow up benefiting from positive role models, and the TAPS Military and Legacy Mentor program exemplifies that perfectly. Mentors provide bereaved children with an added source of encouragement and guidance as they grow; it’s truly inspiring work that we’re proud to support.”

TAPS Military Mentors are featured in the **TIME101 announcement** — released in TIME’s April 2024 issue — sharing special moments with their mentees. Most prominently featured is a Military Mentor teaching a teen boy to shave.

As grieving children make their way forward after losing a parent, each milestone is a reminder that they lost not only a great love from their past, but a great love in their present and future. Parents are usually at the center of significant moments — teaching their children how to drive, cook, ride a bike, put on makeup, tie a necktie, and shave.

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TAPS Military Mentors are paired with surviving children to help them navigate grief and honor their fallen hero, but they also step in to help the children at TAPS grow into adulthood. That includes celebrating major milestones and filling in for the fallen parent to teach important life skills, and be present during rites of passage, like shaving during the TAPS shaving experience, a traditional component of TAPS Good Grief Camp — a series of camps for bereaved children, ages 5-18 years old, held in conjunction with TAPS Military Survivor Seminars.

The Military Mentor program is at the heart of Good Grief Camp — ensuring each camper has someone to turn to during camp and as they grow with their grief. The next shaving experience will be held at the **30th Annual TAPS National Military Survivor Seminar and Good Grief Camp** held in Arlington, VA, over Memorial Day weekend.

“This incredible recognition from Gillette and TIME is a testament to the care, comfort, and community our mentors, volunteers, and staff provide to the families of the fallen,” said Diana Roday Hosford, Vice President of Sports & Entertainment. “We are thrilled to be named this year’s TIME101, and we are grateful for the opportunity to honor the fallen and their surviving families and share their stories.”

The hour-long “TIME100” television special is available to stream on Hulu.

ABOUT GILLETTE

For 120 years, Gillette has delivered precision technology and unrivaled product performance — improving the lives of over 800 million consumers around the world. From shaving and body grooming to skin care and sweat protection, Gillette offers a wide variety of products including razors, shave gel (gels, foams, and creams), skin care, aftershaves, antiperspirants, deodorants, and body wash. For more information and the latest news on Gillette, visit [gillette.com](https://www.gillette.com). To see our full selection of products, visit [gillette.com/products](https://www.gillette.com/products). Follow Gillette on X (formerly known as Twitter), Facebook, and Instagram.

ABOUT TAPS

TAPS is the leading national organization providing compassionate care and survivor support services for the families of America’s fallen military heroes. Since 1994, TAPS has offered support to all those grieving the death of a military loved one through peer-based emotional support, connections with grief and trauma resources, grief seminars and retreats for adults, Good Grief Camps for children, casework assistance, connections to community-based care, online and in-person support groups, and the 24/7 National Military Survivor Helpline, all at no cost to surviving families. For more information, please visit [TAPS.org](https://www.taps.org) or call 202-588-TAPS (8277).

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