

ABC Supply Co. Inc.: To sponsor country legend Lee Greenwood

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BELOIT, Wis.—March 1, 2018—Ken and Diane Hendricks founded [ABC Supply Co. Inc.](#) with a vision for a company that would give people who work hard the opportunity to accomplish the American dream. This patriotic vision—coupled with their deeply rooted commitment to honor and respect those who serve in our nation’s military—is why American Pride is one of ABC Supply’s seven [Core Values](#).

Today, American Pride continues to guide the more than 13,000 associates within the company, with “God Bless the USA” by Lee Greenwood serving as the song that ends every company gathering.

When Greenwood was invited to sing “God Bless the USA” at the 2017 ABC Supply National Managers’ Meeting, it became apparent that he and ABC Supply embraced the same principles of liberty, community and pride in being an American. That’s why the singer and ABC Supply decided to enter into a multi-year relationship. The company will sponsor Greenwood’s tour bus as he travels across the country.

“As I stated in my song, ‘God Bless the USA,’ ‘There ain’t no doubt I love this land.’ My love of the land came from being raised on a farm in California and singing for USO shows while I was still in high school. I felt that same sense of pride from everyone I met who works within the framework of ABC,” said Greenwood.

He added: “It’s always true that policy and direction come from the top. After meeting Diane, Keith Rozolis, Mike Jost and so many others who represent this terrific company, it was obvious that the love of America was not manufactured. So as I travel across this country in my bus, truckers, fans and people I meet will become aware that Lee Greenwood and ABC Supply share the common belief that America is still the greatest country on Earth.”

“Lee represents the same Core Values that are at the heart of our company, and we are excited to welcome him into the ABC family,” said Rozolis, ABC Supply’s president and chief executive officer.

More information about Lee Greenwood’s tour can be found at www.leegreenwood.com/tour.