MEDIA ADVISORY

Contact:
Laura Propp
573-424-3550
laura.propp@usaa.com

Oct. 11, 2024

USAA Employees To Take Part in Pre-Dawn Military Exercises, Learning "What It Means to Serve"

WHAT: Over 400 USAA employees in San Antonio will be put through the early morning paces in the company's longstanding Zero Day PT. This event simulates the first day of basic training and gives employees a deeper understanding of what USAA's military members experience, so that they can better know and serve them.

Zero Day PT was founded by a group of USAA employees 16 years ago and has been held 34 times across multiple USAA locations with over 6,000 participants. Every participant will have already gone through extensive training and safety briefings and will be put through the paces of basic training by USAA employees who previously served in the military, along with active-duty volunteers.

WHEN: **Friday, October 11**
4:40 a.m. – 7:30 a.m.
Note: Media must RSVP prior to the event and arrive no later than 4:40 a.m.

WHERE: USAA Headquarters
9800 Fredericksburg Road
NOTE: Please use main gate on Fredericksburg Road and have your drivers license ready. We'll take you to the location on campus where the event will take place.

SCHEDULE: The USAA Zero Day PT event provides many opportunities for live and/or recorded coverage. Below is a schedule of the morning's events:

- 4:30 a.m. Participants bussed to PT Field.
- 4:45 a.m. Participants experience an "enhanced motivation exercise."
- 5:15 a.m. Group drill is conducted and participants break into platoons.
- 6:40 a.m. Participants get into formation for the 1.5 mile run.
- 7:10 a.m. Final salute, concluding remarks and recognition of participants.

Interviews will be available with USAA leaders and select participants.

USAA Classification: Public