

BLUE STAR Welcome Week 2023

September 23 – October 1

Each year 600,000 military families move — and 70% move to homes that are not on military installations. Blue Star Welcome Week helps military families get plugged into their new communities so they can begin to form connections to the place they call home.



233
events

across 151 communities,
including 4 overseas

25% growth from 2022

41K+

Military family members
engaged



100 Net
Promoter
Score

from military families who moved this
past year

NPS=90 for all surveyed participants

40

U.S. states engaged through events
and government support

140

local and national partner
organizations

282M

total potential
media reach



\$207K+

in gifts and
giveaways from
Blue Star Families
partners



DoYourPart 

Join us for Blue Star Welcome Week 2024, September 21–29!