Media Contact:
Help Heal Veterans
Jennifer Baskerville
Jennifer@BaskervillePR.com
703-967-2590

News Release
FOR IMMEDIATE RELEASE

Help Heal Veterans Celebrates Homecoming to San Diego with Grand Opening of Creative Engagement Center at Liberty Station

Organization returns to its birthplace 55 years after its founding

****** Editor's Note: B-roll, SOTS, and still photos available at links below ******

SAN DIEGO, Calif. — November 11, 2026 — Help Heal Veterans, the nation's leader in therapeutic crafts for veterans and active-duty service members, celebrated its homecoming today with the grand opening of its new Creative Engagement Center at Liberty Station in San Diego. The opening marks the organization's return to the city where it was founded 55 years ago during the Vietnam War and signals a new chapter in its longstanding mission to help America's veterans heal through creativity.

The new Creative Engagement Center will provide veterans, active-duty service members, and their families with a welcoming space to explore therapeutic crafts, build connections, and experience the healing power of creativity.

"Fifty-five years ago, Help Heal Veterans began right here in San Diego with a simple belief: creativity can help heal the invisible wounds of war," said Capt. Joe McClain, USN (Ret.), CEO, Help Heal Veterans. "Today, we're coming home, bringing that same belief to a new generation of veterans and military families."

The Veterans Day center opening brought together veterans, military families, community leaders, and supporters for a ribbon-cutting ceremony, tours of the new facility, and hands-on crafting activities. Executives from the San Diego Regional Chamber of Commerce and Southwest Airlines, a longtime supporter of Help Heal Veterans, delivered remarks celebrating the organization's return to San Diego and its continued commitment to serving the military community.

Members of Blue Star Families also joined the celebration and participated in a craft workshop that showcased how creative engagement can foster connection, community, and well-being.

Founded in San Diego during the Vietnam War, Help Heal Veterans has spent more than five decades helping veterans recover from the visible and invisible wounds of military service. Since its founding, the organization has distributed more than 31 million free therapeutic craft kits to veterans and active-duty service members nationwide. These kits provide meaningful creative outlets and are often incorporated into treatment plans for those recovering from traumatic brain injuries, post-traumatic stress disorder, anxiety, depression, and other service-related conditions.

The new Creative Engagement Center, located at 2825 Dewey Road, Suite 201, in San Diego's Liberty Station, builds on that legacy by providing a dedicated space for hands-on creative activities and opportunities for veterans and their families to connect with others who share their experiences.

"As we celebrate 55 years of service, we're not just honoring our history; we're building on it," said Jim Scatena, Chairman, Help Heal Veterans. "The opening of this new center represents an exciting opportunity to bring veterans and military families together, strengthen our community partnerships, and expand the reach of our mission. Our goal is to ensure that every veteran who could benefit from the healing power of creativity has the opportunity to experience it."

Links to b-roll, SOTS, and high-resolution images can be found here: Nov 11, 2026

Photo credit: Enjet Media

About Help Heal Veterans

For 55 years, Help Heal Veterans (Heal Vets) has made a real difference in the lives of America's veterans by helping them heal from the invisible wounds of war through creativity. Founded during the Vietnam War, Heal Vets supplies craft therapy kits free-of-charge to active-duty military and veterans nationwide and is the nation's leader in using creative arts to support the healing process and support warrior resiliency. The kits often become an integral part of a patient's treatment plan for those recovering from traumatic brain injury, post-traumatic stress disorder, anxiety, depression, or other wounds of war.