

VETERANBARGAINS MISSION

To honor and support our veterans, military and first responders. We are committed to providing a trusted platform that connects those who serve with an extensive list of valuable discounts, promotions, resources and useful information. We are dedicated to empowering those who serve by offering a single source where they can easily find discounts and promotions from businesses recognizing their service along with information covering a variety of relevant topics.



“Whenever I met a veteran and would share information about a business that’s offering a special promotion, that they didn’t know about-they appreciate hearing about it.”

-James Bower, VeteranBargains Founder.



VeteranBargains is dedicated to being a free resource for veterans, active-duty military, and first responders.

VeteranBargains was founded by James Bower, The Veterans Friend™, a Vietnam-era service-connected veteran, and became the ultimate free veteran, military, and first responder resource provider. Mr. Bower is an active member of the American Legion, a board member of several veteran organizations, and a Life member of both The Disabled American Veterans and The Society of the First Infantry Division.

To consolidate the abundant but dispersed information available for heroes, Mr. Bower saw a need to establish a centralized hub for easy access to valuable resources. In 2011, armed with around 40 businesses, the founder initiated the creation of VeteranBargains. At that juncture, a formidable objective was established – to enlist one thousand businesses on the veteran discounts page.

By September 2023, this goal was not only achieved but surpassed. Annually, on Veterans Day, a comprehensive list featuring a few hundred Freebies, Discounts, and Promotions is published. At VeteranBargains, their mission is to honor and support veterans, military, and first responders.



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Drawing from extensive experience as a retired Senior Certified Veteran Service Representative with the VA, the founder offers valuable insights into veterans filing compensation claims, guiding them toward securing the benefits they have rightfully earned. The website now features approximately four dozen non-profits dedicated to providing assistance. In addition, there is a section dedicated to what the founder refers to as "useful information," encompassing updates in laws that grant service-connected veterans access to commissaries and exchanges on military installations.

As the scope of information provided by VeteranBargains expands, the founder aims to solidify its role as a reliable resource for veterans, military personnel, and first responders. In the upcoming year, there are plans to incorporate more businesses with promotions and include additional resources for those who have made significant sacrifices.

Looking ahead to 2024, the founder intends to collaborate with other NVBDC MVO Task Force members to mutually support each other in aiding heroes.