

# BLUE STAR Welcome Week 2023

September 23 – October 1

Each year **600,00 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!