

**Yvonne Coombes**  
**CEO and Cofounder**  
**Operation Deploy Your Dress**



A steadfast supporter of the military community, Yvonne Coombes brings almost two decades of expertise to the Operation Deploy Your Dress (ODYD), a 501(c)3 that re-deploys new and gently used formal wear to military dependents. As the Chief Executive Officer and Cofounder, Coombes manages the company's overall resources and operations. Coombes understands the critical role that partnerships and collaboration play in effectively and efficiently serving military families.

ODYD was originally started in December of 2015, when five military spouses at Fort Bliss teamed up to host an event that would assist their unit spouses with finding affordable formal wear to help ease some of the financial burden that accompanies going to a Military Ball. What began as a casual conversation among friends, quickly gathered momentum and received national media attention. Consequently, thousands of gowns, shoes, and other formal accessories arrived from all over the country.

Fast forward almost 5 years and we are now operating shops on 10 military installations around the world with weekly openings and 2 more opening this fall. Through the overwhelming generosity of the American public, ODYD has given away almost 12,000 FREE formal gowns, thousands of accessories and shoes. ODYD has saved military service members and families more than \$1,000,000 on a conservative estimate.

In March of 2020, Yvonne was named the Armed Forces Insurance Army Spouse of the Year and was also named the Northern Virginia Heroes at Home overall Honoree in 2019 for her hard work and dedication to the military community as a whole. Yvonne loves to show everyone that her efforts about more than a dress. She is working hard to uphold military traditions, encourage camaraderie, build community, and boost morale.

Currently, Coombes calls Fort Carson, Colorado home. She and her husband (Mike), an active duty Army officer, have two sons (Jakob and Jackson).