Cracker Barrel Launches Rockers Across America: A Tribute to Veterans and Military Families by Turning Its Iconic Rocking Chairs into Month-Long Art Installations

November 9, 2026 at 9:00 AM EST

In partnership with America 250, Rockers Across America honors veterans and military families through custom-designed rocking chairs, charitable giving and Veterans Day offers

LEBANON, Tenn., Nov. 9, 2026 /PRNewswire/ -- This November, Cracker Barrel Old Country Store is transforming one of its most recognizable symbols into a tribute to the men and women who have served our country.



In partnership with America250, Cracker Barrel launches Rockers Across America, a new Military Families Month initiative that turns the brand's iconic front porch rocking chairs into storytelling canvases inspired by veterans and military families. Through original artwork, public installations at Cracker Barrel stores, charitable giving via the Cracker Barrel Foundation and a nationwide sweepstakes, the program celebrates the stories, sacrifices and legacies of those who have served.

For generations, Cracker Barrel's front porch rocking chairs have been places where stories are shared, memories are made and connections are formed. Through Rockers Across America, those same chairs will now help tell the stories of veterans and military families across the country, inviting guests to pause, reflect and learn more about the people behind the artwork.

"The front porch has always been at the heart of the Cracker Barrel experience," said Sarah Moore, Chief Marketing Officer at Cracker Barrel. "It's where people slow down, gather together and share stories. Through Rockers Across America, we're turning one of our most iconic symbols into a tribute to veterans and military families, helping ensure their stories are seen, remembered and celebrated."

Four Designs, Four Stories of Service
To bring the collection to life, Cracker Barrel commissioned artists Victoria Barnhill and Emma Gilbert to translate four veteran stories into original works of art featured on the chairs' headrests. Barnhill, an Atlanta-based painter known for palette-knife impasto work, and Gilbert, a Birmingham-based muralist and oil painter, each brought their distinct artistic styles to the collection. The collection includes:

- ***The Guardians*:** Inspired by Barnhill's husband and other veterans in her life, featuring stately oak trees, yellow ribbons and patriotic wildflowers surrounding a Cracker Barrel-inspired home. The oaks symbolize strength, endurance and protection, while the yellow ribbons represent families and communities waiting, remembering and welcoming service members home.
- ***The Aviator*:** Honors Glenn Carr, a 91-year-old Army veteran and longtime Cracker Barrel guest in Braselton, Georgia. Barnhill's design features an eagle and Army aircraft soaring above impressionistic American landscapes.
- ***Grandma's Cookin'*:** Inspired by Gilbert's own family history and her cousin's military service, the design centers on home, togetherness and Southern heritage, weaving patriotic and military details throughout the artwork.
- ***Serving Others:*** Created in honor of Mike Madden, a former Marine and 16-year Cracker Barrel Restaurant District Manager, this design reflects both his military service and the spirit of hospitality he has embodied throughout his career with Cracker Barrel.

Rockers Across America Roadshow with Art Installations
From Nov. 9 through Nov. 30, the Rockers Across America collection will be displayed at 10 select Cracker Barrel locations across the country, transforming these stores into spaces for remembrance, reflection and storytelling. Guests visiting participating locations will be able to experience the artwork up close and learn more about the veterans and military members whose stories inspired each chair.

Participating locations include:

- Washington, D.C. (10801 Battleview Pkwy, Manassas, VA 20109)
- Charlotte, NC (7809 Lyles Ln, Concord, NC 28027)
- Atlanta, GA (1124 Hwy 20 W, McDonough, GA 30253)
- Jacksonville, FL (4272 Edridge Loop, Orange Park, FL 32073)
- Orlando, FL (6699 S Semoran Blvd, Orlando, FL 32822)
- Nashville, TN (100 Herschel Dr, Mount Juliet, TN 37122)
- Indianapolis, IN (9700 N by NE Blvd, Fishers, IN 46037)
- Kansas City, MO (4110 S Lee's Summit, Independence, MO 64055)
- Dallas-Fort Worth, TX (1251 N Watson Rd, Arlington, TX 76006)
- Phoenix, AZ (5022 E Chandler Blvd, Phoenix, AZ 85048)

Bringing the Rockers Home
The stories celebrated through Rockers Across America won't end when the roadshow wraps.

From Nov. 9 through Nov. 30, consumers can visit https://www.crackerbarrel.com/rewards/sweepstakes for a chance to win one of the custom-designed rocking chairs through the Rockers Across America Sweepstakes*, helping carry these stories from Cracker Barrel front porches to homes across America.

Honoring Veterans Throughout November, and Beyond
As part of its longstanding commitment to supporting veterans and military families, Cracker Barrel will continue its annual Veterans Day tradition by offering all veterans and active-duty military a complimentary Sunrise Pancake Special** on Veterans Day, November 11. All guests can also shop special retail offers throughout November, including 25% off the military collection through November 12 and buy one, get one on select Duke Cannon items through November 30***.

As part of Rockers Across America and Cracker Barrel's broader commitment to veterans and military families, the Cracker Barrel Old Country Store Foundation and Cracker Barrel are partnering with the Gary Sinise Foundation to provide a $100,000 donation to support the organization's custom homebuilding program for our nation's most severely wounded heroes. The contribution extends the campaign's celebration of service beyond Cracker Barrel's front porches, honoring veterans and military families in a meaningful way.

For more information about Rockers Across America, participating roadshow locations, the sweepstakes and Veterans Day offer, visit https://www.crackerbarrel.com/rewards/sweepstakes.

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal residents of the 48 contiguous U.S. (D.C.) 18+ and age of majority. Ends 11/30/26. Participation does not require a Rewards account. Void where prohibited. For Official Rules, eligibility, prize details, odds and other terms, visit https://crackerbarrel.com/rewards/sweepstakes. Limit: one entry per person. Sponsor: Cracker Barrel Old Country Store, Inc., 305 Hartmann Drive, Lebanon, TN 37087.*

***Valid 11/11/26 while supplies last. Dine in only. Proof of military service required. Limit one per order. Excludes premium items, add ons and gratuity. No cash value or substitutions. Additional restrictions may apply. Void where prohibited by law.*

****25% off regular retail sales price of Military collection retail items prior to sales tax excluding the military half-zip hooded sweatshirt. Offer valid 10/29-11/12/26 in-store and online at shop.crackerbarrel.com. Discount applied at checkout. Offer subject to availability and while supplies last. Not valid on previous purchases or in combination with other offers or discounts. Offer may not be redeemed for cash. Gift Cards are not eligible. Additional restrictions may apply. Void where prohibited. Subject to change without notice.*

****Buy One, Get One Free on select Duke Cannon retail items. Free item must be of equal or lesser value and must be the same transaction. Discount applies to the lower-priced item. Offer valid 10/29-11/30/26. In-store only. Online purchases are not eligible. Limit one offer per customer. See list of Duke Cannon products available for discount here. Offer subject to availability and while supplies last. Not valid on previous purchases or in combination with other offers or discounts. Offer may not be redeemed for cash. Gift Cards are not eligible. Additional restrictions may apply. Void where prohibited. Subject to change without notice.*

About Cracker Barrel Old Country Store, Inc.
Cracker Barrel Old Country Store, Inc. – rooted in a rich legacy of warmth, generosity and tradition – is on a mission to bring the goodness of country hospitality to life. Since 1969, when the first store opened in Lebanon, Tenn., Cracker Barrel has been serving up abundant portions of craveable homestyle food and offering one-of-a-kind retail finds. For more information, visit CrackerBarrel.com.

About America250
America250 is the national nonpartisan organization charged by Congress to engage 350 million Americans ("350 for 250") in celebrating and commemorating the Semiquincentennial, the 250th anniversary of the signing of the Declaration of Independence. It is spearheaded by the congressionally-appointed U.S. Semiquincentennial Commission and its sole-supporting nonprofit organization, America250.org, Inc., together known as America250. This multi-year effort kicked off with America's Invitation on July 4, 2023: a national public engagement campaign inviting all Americans to share their stories and their hopes and dreams for the future of this country. America250 is working to provide opportunities for all Americans to pause and reflect on our nation's past, honor the contributions of all Americans, and look to the future we want to create for the next generation and beyond. To learn more, visit America250.org, and follow us on X, Instagram, Facebook, LinkedIn, and TikTok.

About Victoria Barnhill
Victoria Barnhill is a Cal State Fullerton-trained painter who relocated from Southern California to Atlanta in 2017. Known for her signature palette-knife impasto technique, Barnhill creates bold, textural works spanning vibrant florals, Southwest-inspired scenes and Art Deco compositions. Her work has built a strong gallery presence alongside an engaged social following, where audiences can watch her creative process unfold in real time.

About Emma Gilbert
Emma Gilbert is a muralist and oil painter known for large-scale public works and emotionally resonant figurative paintings. After graduating in 2020, Gilbert began painting murals while traveling the country in a converted bus, an experience that helped shape her narrative-driven practice. Her work blends portraiture, landscape and symbolic imagery to explore themes of mental health, human connection and shared experience. Gilbert is also the founder of EG Art Studios, a collective of women muralists.

About the Cracker Barrel Old Country Store Foundation
The Cracker Barrel Old Country Store Foundation is a nonprofit corporation created by Cracker Barrel Old Country Store in 1993. The Foundation has awarded millions of dollars in grants to support numerous nonprofits and charitable programs. It also supports an annual Employee Scholarship Program, which recognizes and rewards the accomplishments of Cracker Barrel employees and their children who excel in their studies and serve their communities.

About the Gary Sinise Foundation
Gary Sinise is an award-winning actor and humanitarian, best known for his roles in CSI:NY, Apollo 13, and his Oscar-nominated performance in the film Forrest Gump as the wounded Vietnam veteran Lt. Dan Taylor. An advocate for our nation's defenders since the 1980s, after 9/11 Sinise began a tireless crusade to support America's military and first responders around the world with handshake tours and concerts with his band, the Lt. Dan Band. In 2011, he established the Gary Sinise Foundation as an extension of those efforts. Today, the Foundation is building custom homes for severely wounded heroes, honoring and supporting the families of our fallen, providing essential equipment and training for first responders, improving the mental wellness of our defenders, and so much more. For more information and to support, visit www.garysinisefoundation.org.

Media Contact:
Media Relations
media.relations@crackerbarrel.com



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