Please note that anything highlighted should be delated before being sent to your local media.

Media Release Templets

NATIONAL HEADQUARTERS

Street Address, City, New Mexico, ZIP Code

 www.ALAforVeterans.org (and your unit/department’s website, if available)

Contact: [PR chairman], [PR chairman’s phone number]; [PR chairman’s email address] for [department president’s name]

March 20, 2013

FOR IMMEDIATE RELEASE:

**American Legion Auxiliary Unit 209 to honor local Veterans with rose ceremony on Memorial Day**

COLORADO SPRINGS, Colo. – To honor the sacrifice of those who have served and continue to serve our country, American Legion Auxiliary (ALA) Unit 209 will be laying seven yellow roses, one for each unit within its district, at the Vietnam Memorial at the Colorado Springs Vietnam Memorial Park on Memorial Day – Monday, May 27. The ceremony begins at 1:00 p.m. MST.

The tradition of the laying of the yellow roses is a biannual event that takes place on both Memorial Day and Veterans Day and is one of the many ways American Legion Auxiliary Unit 209 delivers on its mission to serve our country’s veterans, military and their families, both at home and abroad.

“We look forward to having members of the Colorado Springs community join us on Memorial Day for this important event,” said Jackie Bowen, ALA Unit 209 president. “The ceremony helps us keep the memories of those who have served our country alive in our minds and hearts.”

The public is invited to join the ceremony with members of the American Legion Auxiliary. The Colorado Springs Vietnam Memorial Park is located at 1605 E. Pikes Peak Ave., Colorado Springs, Colo., 80901. 17

More information can be found on ALA Unit 209’s website at http://www.americanlegioncoloradosprings.org/auxiliary.cfm, or by calling 719-574-1223.

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of nearly $2 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit www.ALAforVeterans.org.

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American Legion Auxiliary

Media Alert

Department of New Mexico

123 Main Street, San Antonio, New Mexico 77630

[www.ALAforVeterans.org](http://www.ALAforVeterans.org) and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [PR chairman], [PR chairman’s phone number]; [PR chairman’s email address] for [department president’s name]

**American Legion Auxiliary to place yellow roses on San Antonio Vietnam Memorial** *Organization shows deep gratitude to servicemen and women on Veterans Day*

Who/What: In honor of Veterans Day, the American Legion Auxiliary (ALA) Unit 526 will lay yellow roses at the San Antonio War Memorial. America is built on the service of extraordinary citizens, and placing yellow roses at the War Memorial is a striking symbolic gesture to demonstrate our gratitude for the sacrifice of our nation’s armed services. While ALA Unit 526 will be placing yellow roses at the local War Memorial, other ALA units across the nation will be doing the same in their respective communities. American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of nearly $2 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

When: Monday, Nov. 11, 2013 (6:00 p.m. – 8:00 p.m.)

• 6:00 – Arrival/Opening Ceremony

• 6:15 – Placement of roses

• 6:30 – Guest speaker: Jessica Martinez, daughter of the late Joe Martinez, Vietnam War veteran

• 7:00 – Social gathering

• 8:00 – Closing remarks and dismissal

Where: Auditorium Circle 1234 Veterans Lane San Antonio, NM

Special Guests: Jessica Martinez, daughter of the late Joe Martinez, Vietnam War veteran, will share her personal story about her father’s sacrifice for our country and commemorate all of those who have also made the sacrifice to serve our nation.

Local Letter to the Editor

Content Example

To the Editor:

The honor and sacrifice of our country’s military servicemembers come to mind when we see images of men and women deployed overseas or a young child being reunited with his/her mother or father who was serving abroad. All of these images tug at the heartstrings, but once gone, they are quickly forgotten.

More than 1 million military troops serving around the world will join the ranks of America’s more than 22 million veterans in the next five years. The transition back to civilian life is not always an easy one – many troops will come home to Veterans Affairs hospitals, struggle to find employment and try to relearn how to live a daily civilian life. There are many ways [INSERT CITY NAME] residents can help returning troops make this transition.

As a member of the [INSERT CITY] unit of the American Legion Auxiliary (ALA), you can support and honor the sacrifice of those who serve by enhancing the lives of our veterans, military and their families, both at home and abroad. The ALA is the world’s largest women’s patriotic service organization, with nearly 800,000 members and 9,000 units in communities across the nation. I invite you to learn more about the ALA at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or about the members of New Mexico at [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

The American Legion Auxiliary serves nearly 1 million veterans every year. Right here in [INSERT CITY NAME], we continue to help mitigate the challenges our veterans face and deliver upon our mission by organizing multiple events throughout the year to support veterans and their families in civilian life.

The time to honor and support those who have sacrificed so much to serve our country is now. If you are a wife, mother, daughter, sister, grandmother, granddaughter or great-granddaughter of a war-time veteran, or if you are a veteran yourself who has served our great country, I’d like to extend the invitation for you to learn more about our organization by participating at an upcoming volunteer event. By serving and supporting those who have given so much to us, we can help reshape and establish a thriving future for them. Please join us.

[INSERT YOUR FIRST AND LAST NAME HERE]

[INSERT YOUR LOCAL ALA UNIT TITLE (EXAMPLE: PRESIDENT, SECRETARY, MEMBER, ETC.]

[INSERT YOUR LOCAL ALA UNIT NAME HERE]

After Volunteer Event Thank You Letter for New Volunteers

The content below should be inserted into the official American Legion Auxiliary stationery, or can be emailed to a new volunteer.



Dear [INSERT FIRST NAME OF POTENTIAL MEMBER HERE]

On behalf of American Legion Auxiliary Unit [INSERT UNIT NUMBER], we sincerely thank you for joining us in our volunteer efforts. My fellow members and I enjoyed meeting you in person and having you work alongside us at the event. Your enthusiasm and hard work contributed to the overall success of the event.

Your effort and support meant a lot to those we served and helps the ALA deliver on its mission to honor the sacrifice of those who serve by enhancing the lives of our veterans, military and their families, both at home and abroad.

We very much look forward to having you continue to join us as we serve our country’s veterans and hope you will consider membership in our organization. Together, we can do more to serve the millions of veterans who need our support. If you are interested in attending our unit’s meeting to learn more about becoming a member, or if you would like to participate in additional volunteer opportunities, please do not hesitate to contact me or one of my fellow unit members.

Thank you again for your time and efforts! I look forward to hearing from you soon. Very Best,

[TYPE YOUR NAME HERE AND SIGN ABOVE ONCE LETTER IS PRINTED. IF YOU SEND THIS BY EMAIL, PLEASE USE AN EMAIL SIGNATURE THAT INCLUDES YOUR CONTACT INFORMATION]

[INSERT YOUR PHONE NUMBER HERE. IF YOU TEXT, MENTION THAT AS WELL.] [INSERT YOUR EMAIL ADDRESS HERE] [INSERT YOUR UNIT’S WEBSITE ADDRESS AND/OR FACEBOOK WEB ADDRESS HERE]

Promotional Tool By Event

MLK Day

Memorial Day

Flag Day

July 4

POW/MIA Day

Veterans Day

Pearl Harbor Day

Awards

ALA National Presidents Visit

Poppy Thank You Card Winners

LETTER TO THE EDITOR – Martin Luther King Jr. Day

To the Editor:

Martin Luther King Jr. was an American icon whose legacy many of us choose to honor by volunteering in our communities. King was a man who taught the world that passivity does not make a better community  — active, concerned citizens are the ones to enact change.

As a member of American Legion Auxiliary Unit [INSERT NAME/#] I know, as King said, “The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.” Times may be hard and the economy might be rough, but we can make our communities better places to live in King’s honor.

I invite you, along with the members of the American Legion Auxiliary Unit [INSERT NAME/#], to join us in the [INSERT CITY NAME] community and volunteer at least an hour of your time either on [INSERT DATE], the National MLK Day of Service, or any time this week. Do it in honor of yourself, our community and Martin Luther King Jr.’s legacy.

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of nearly $2 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

[INSERT YOUR FIRST AND LAST NAME HERE]

[INSERT YOUR LOCAL ALA UNIT TITLE (EXAMPLE: PRESIDENT, SECRETARY,

MEMBER, ETC.]

[INSERT YOUR LOCAL ALA UNIT NAME HERE]
[INSERT LOCAL CONTACT PHONE OR EMAIL HERE]



American Legion Auxiliary

**Media Release**

DEPARTMENT OF New Mexico

Street Address, City, NM ZIP Code

[www.ALAforVeterans.org](http://www.ALAforVeterans.org/) and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [PR chairman], [PR chairman’s phone number]; [PR chairman’s email address]

for [unit/department president’s name]

[DATE]

FOR IMMEDIATE RELEASE:

**American Legion Auxiliary Honors Martin Luther King Jr. Day with Service to America**

[CITY]– On Jan. 18, local American Legion Auxiliary members joined hundreds of thousands of Americans in making the Martin Luther King Jr. holiday “a day on, not a day off,” by serving in his honor. King used his influence as a civil rights leader to leave a great legacy of community service, and members of the Auxiliary were proud to be a part of that special day.

Auxiliary members concentrated their efforts toward those who gave unselfishly to this country—our veterans. These veterans-centered service projects included job fairs, meal delivery, beautification projects, home improvements and bringing friends along to volunteer at VA Medical Centers.

[Include a brief description of your unit’s project along with the number of volunteers helping and a quote about the project as it relates to MLK Day of Service from an Auxiliary officer. Clear, action photos are also encouraged.]

“QUOTE,” said [NAME], [POSITION IN ALA].

The Corporation for National and Community Service (CNCS), a federal agency that oversees the nation’s domestic service initiatives, led the annual Martin Luther King Jr. Day of Service in partnership with the King Center and nonprofits, community groups, schools, and businesses across the country. As a partner with CNCS, the Auxiliary found it important to join the efforts.

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of $3.1 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org/) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

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LETTER TO THE EDITOR – MEMORIAL DAY

To the Editor:

As the [INSERT AFFILIATION] of a [INSERT WAR AFFILIATION] veteran, I hold a special place in my heart for the parents, siblings, spouses, and friends of those who served. I can’t help but think of all the men and women who have gone to fight for this great nation and didn’t make it home.

While we are all guilty of celebrating the unofficial start of summer and encouraging each other to “have a good weekend,” it is important to remember the reason for the holiday weekend: Memorial Day is the day Americans set aside to honor those brave men and women who met tragic ends while defending our freedom. It is our duty to honor their sacrifices, to pray for their families, and to bow our heads in recognition of their service.

This Memorial Day, American Legion Auxiliary [INSERT NAME/UNIT #] will stand together to pay tribute to the fallen. We invite [INSERT CITY NAME] residents to join us at [INSERT TIME] at [INSERT LOCATION] in remembrance of those who paid the price for our freedom. We must never forget.

The American Legion Auxiliary (ALA) is the world’s largest women’s patriotic service organization, with nearly three-quarters of a million members and more 8,000 units in communities across the nation. The ALA serves nearly one million veterans every year. Right here in [INSERT CITY NAME], we continue to help mitigate the challenges our veterans face and deliver upon our mission by organizing multiple events and fundraisers throughout the year to support veterans, military, and their families.

To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

[INSERT YOUR FIRST AND LAST NAME HERE]

[INSERT YOUR LOCAL ALA UNIT TITLE (EXAMPLE: PRESIDENT, SECRETARY,

MEMBER, ETC.]

[INSERT YOUR LOCAL ALA UNIT NAME HERE]

[INSERT LOCAL CONTACT PHONE OR EMAIL HERE]

American Legion Auxiliary

**Media Release**

DEPARTMENT OF New Mexico

Street Address, City, NM, ZIP Code

www.ALAforVeterans.org and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [PR Chairman], [PR Chairman’s Phone Number]; [PR Chairman’s e-mail Address]

for [Department President’s Name]

[DATE]

FOR IMMEDIATE RELEASE

**Remember Veterans with ALA Poppy**

[CITY]— Honor our fallen warriors and contribute to the continuing needs of our veterans on [DATE] from [TIME] at [LOCATION] when members of American Legion Auxiliary [UNIT NAME/#] distribute bright red poppies for Memorial Day in exchange for a donation. The Flanders Field poppy has become an internationally known and recognized symbol of the lives sacrificed in war and the hope that none died in vain.

“Wear the poppy this Memorial Day weekend to honor and remember our fallen warriors who willingly served our nation and made the ultimate sacrifice for our freedom,” said [LOCAL AUXILIARY MEMBER]. “We must never forget.”

The poppy also honors hospitalized and disabled veterans who hand craft many of the red, crepe paper flowers. Making the poppies provides a financial and therapeutic benefit to the veterans, as well as a benefit to thousands of other veterans and their families through the donations collected.

In the battlefields of Belgium during World War I, poppies grew wild amid the ravages of war. The overturned soils of battle enabled the poppy seeds to be covered, allowing them to grow and forever serve as a reminder of the bloodshed of war.

For more information, call [preferably a number where media or interested persons can reach someone during day and evening hours].

American Legion Auxiliary (ALA) members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of more than $3.1 billion. As part of the world’s largest women’s patriotic service organization, ALA volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the ALA’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

###

American Legion Auxiliary

Public Service Announcement

Street Address, City, NM ZIP Code

www.ALAforVeterans.org and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [PR Chairman], [PR Chairman’s Phone Number]; [PR Chairman’s e-mail Address] for [Department President’s Name]

PUBLIC SERVICE ANNOUNCEMENT (20 SECONDS)

**WHO:** AMERICAN LEGION AUXILIARY UNIT [INSERT UNIT #]

**WHAT:** POPPY DAY

**WHEN:** [INSERT DATE AND TIME a.m./p.m.]

**WHERE:** [INSERT LOCATION]

Pay tribute to our fallen warriors, and contribute to the continuing needs of our veterans on [DATE], at [location] when members of American Legion Auxiliary Unit [INSERT UNIT#] distribute bright red poppies. The poppy has become an internationally known and recognized symbol of the lives sacrificed in war and the hope that none died in vain. For more information, call [preferably a number where a media representative can reach you during day and evening hours].

####

LETTER TO THE EDITOR – FLAG DAY

To the Editor:

On Flag Day, June 14, we commemorate the adoption of the American flag. For more than 200 years, Old Glory has served as a symbol of our nation’s freedom and as a source of pride for our citizens. In patriotic parades and musical salutes, we support our local military units and recognize the significance of the stars and stripes.

Flag Day is also a time to honor our nation’s veterans who have served to protect the flag and the ideals it represents. With each ceremonial fold of the flag, we recognize the principles on which our country was founded, such as liberty, unity, justice and sacrifice.

On Flag Day, I stand with more than 800,000 American Legion Auxiliary members across the nation as we honor our servicemen and women and reflect on their commitment to our country.

Whether you are a veteran, the loved one of a servicemember or a patriotic volunteer, there are many ways to honor local heroes, such as visiting veterans homes, assisting with ceremonies of recognition, or collecting personal memories and photos from veterans to create keepsake journals.

As you wave the flag on June 14, remember that showing your gratitude for veterans does not have to be limited to Flag Day, Memorial Day or Veterans Day. Throughout the year, join your community and the American Legion Auxiliary to thank veterans who have served and protected our nation.

Thank you to all who have served Old Glory. Happy Flag Day!

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of nearly $2 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

[INSERT YOUR FIRST AND LAST NAME HERE]

[INSERT YOUR LOCAL ALA UNIT TITLE (EXAMPLE: PRESIDENT, SECRETARY,

MEMBER, ETC.]

[INSERT YOUR LOCAL ALA UNIT NAME HERE]

[INSERT LOCAL CONTACT PHONE OR EMAIL HERE]

American Legion Auxiliary

**Media Release**

DEPARTMENT OF New Mexico

Street Address, City, NM ZIP Code

www.ALAforVeterans.org and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [PR chairman], [PR chairman’s phone number]; [PR chairman’s email address]

for [unit/department president’s name]

June 14, 2014

FOR IMMEDIATE RELEASE:

**Celebrate Flag Day by Flying and Respecting Old Glory**

[CITY] – Americans everywhere proudly hoist the Stars and Stripes for Flag Day and city streets blaze with red, white and blue on June 14. American Legion Auxiliary Unit [#] in [INSERT CITY NAME] will join ALA units across the country in conducting proper flag-collection and retirement ceremonies, holding flag education sessions and encouraging all to fly the flag this day and every day.

**[**Add your unit/department’s event information here (i.e., organizing a special service, ceremony or other activity), include a brief description of it along with the number of volunteers helping and a quote about the project as it relates to Flag Day from an Auxiliary officer. Invite the public to help or join the activities if appropriate.]

Flag Day is a time to reflect on our freedoms and the principles of our great nation for which the flag stands. It is also a time to protect Old Glory. Protection of our flag impairs no one’s free speech. It does not prevent ideas from being expressed. It involves no censorship of an idea. Fly your red, white and blue today and every day to honor and celebrate our freedoms and opportunities as Americans.

The American Legion Auxiliary’s more than 750,000 members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours annually, with a value of nearly $2 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching young Junior members to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

###

LETTER TO THE EDITOR – INDEPENDENCE DAY

To the Editor:

Today we celebrate the arrival of the United States of America onto the world stage. As a member of American Legion Auxiliary [UNIT NAME/#], I want to personally thank all servicemembers of the Armed Forces of the United States of America for their innumerable contributions to protecting our freedoms and keeping our nation safe. I also want to thank the families of deployed servicemembers for their strength and their sacrifice.

Our country is great because of you. In your honor, I want to invite everyone in the [INSERT CITY] community to take a moment with me today and pause in honor of those who have fought and those who continue to fight for our freedom.

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of nearly $2 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

May God bless you all.

[INSERT YOUR FIRST AND LAST NAME HERE]

[INSERT YOUR LOCAL ALA UNIT TITLE (EXAMPLE: PRESIDENT, SECRETARY,

MEMBER, ETC.]

[INSERT YOUR LOCAL ALA UNIT NAME HERE]

[INSERT LOCAL CONTACT PHONE OR EMAIL HERE]

LETTER TO THE EDITOR – POW MIA DAY

To the Editor:

More than 80,000 men and women from World War II to the present day are still unaccounted for. Their families have not been able to lie to rest a loved one, nor have they been rid of the worry that still remains.

The third Friday in September is National POW/MIA Recognition Day. Please join me and the other members of American Legion Auxiliary Unit [INSERT NAME/#] in taking a moment to remember those who are lost but never forgotten.

I would also like to invite you to attend a local POW/MIA remembrance service. Whether or not you are a service member, veteran or loved one of either, witnessing the service in its entirety is a touching, solemn occasion — a yellow ribbon represents that they are properly accounted for; an empty chair and table awaits their return; the tablecloth is white to show the purity of their intentions; a red rose symbolizes the blood shed; salt sprinkled on a plate reminds us of tears shed; a slice of lemon represents a bitter fate; an inverted glass shows they cannot toast with us; and a single lit candle is the hope that illuminates the path of their return.

We will never forget those who have not returned home.

[INSERT LOCAL EVENT/SERVICE INFORMATION IF APPLICABLE]

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of nearly $3.1 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

[INSERT YOUR FIRST AND LAST NAME HERE]

[INSERT YOUR LOCAL ALA UNIT TITLE (EXAMPLE: PRESIDENT, SECRETARY,

MEMBER, ETC.]

[INSERT YOUR LOCAL ALA UNIT NAME HERE]

[INSERT LOCAL CONTACT PHONE OR EMAIL HERE]

LETTER TO THE EDITOR – VETERANS DAY

To the Editor:

The members of American Legion Auxiliary [UNIT NAME AND NUMBER] would like to express our sincere appreciation for the men and women who served in the United States Armed Forces.

Thank you for serving this great country. Thank you for protecting us. Thank you for the security we have and feel here at home. We know you sacrificed much for your country and all of us. And though you may no longer wear the uniform, we know you’re always on call to serve and protect the freedom and security of the United States of America.

We invite everyone to pause today to remember those who have fought for our freedoms. Thank you to all who have so bravely protected us.

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of nearly $2 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

[INSERT YOUR FIRST AND LAST NAME HERE]

[INSERT YOUR LOCAL ALA UNIT TITLE (EXAMPLE: PRESIDENT, SECRETARY, MEMBER, ETC.]

[INSERT YOUR LOCAL ALA UNIT NAME HERE]

[INSERT LOCAL CONTACT PHONE OR EMAIL HERE]

American Legion Auxiliary

**Media Release**

DEPARTMENT OF New Mexico

Street Address, City, NM ZIP Code

[www.ALAforVeterans.org](http://www.ALAforVeterans.org) and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [PR chairman], [PR chairman’s phone number]; [PR chairman’s email address]

for [unit/department president’s name]

Nov. 11, [YEAR]

FOR IMMEDIATE RELEASE:

**American Legion Auxiliary observes Veterans Day in [TOWN]**

[TOWN/CITY] - In honor of the men and women who have served the United States through military service, American Legion Auxiliary Unit \_\_ will join fellow ALA members across the country in celebrating their dedication and sacrifice by [HOSTING/HOLDING EVENT NAME].

[INSERT A FEW LINES WITH ADDITIONAL DETAILS AND HIGHLIGHTS OF YOUR EVENT]

“It is important to our organization, and to our country, to remember those who have sacrificed so that Americans can enjoy a better way of life, said American Legion Auxiliary National President Nancy Brown-Park. [REPLACE WITH UNIT PRESIDENT QUOTE IF POSSIBLE] This [event/activity] is just one of the great ways we’re honoring servicemembers, past and present, because it [FILL IN WHAT YOUR EVENT DOES FOR THE COMMUNITY OR SERVICEMEMBERS].”

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of nearly $2 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

###

See the National American Legion Website under Members Only tab labeled PR Marketing Resources for the latest version of the Veterans Day speech.

LETTER TO THE EDITOR – PEARL HARBOR DAY

PEARL HARBOR DAY

To the Editor:

December 7, 1941 - the attack on Pearl Harbor - was a day that has remained in infamy. Very few servicemembers who personally remember that day are still among us. The American Legion Auxiliary encourages everyone to do what they can to keep Pearl Harbor a part of our national consciousness.

Many brave servicemembers were asleep or about their morning routines when the Japanese bombers delivered a blow that would decide America’s involvement in World War II. More than 2,400 servicemembers died during the attack.

I invite you, along with the members of the American Legion Auxiliary Unit [INSERT NAME/#], to take a moment and remember the men and women who lost their lives that fateful day.

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of $3.1 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

[INSERT YOUR FIRST AND LAST NAME HERE]

[INSERT YOUR LOCAL ALA UNIT TITLE (EXAMPLE: PRESIDENT, SECRETARY,

MEMBER, ETC.]

[INSERT YOUR LOCAL ALA UNIT NAME HERE]
[INSERT LOCAL CONTACT PHONE OR EMAIL HERE]

Pearl Harbor Day Speech

**It was a time before television, when radio was king. The new-fangled source of news and entertainment for our nation.**

**It was an era of good times for most as the nation recovered from an economic depression.**

**To many people, it was the time of their young life.**

**In a flash those times were gone – along with thousands of lives – as Pearl Harbor was attacked.**

**It was a day that would live in “infamy” – as President Franklin Delano Roosevelt told an anxious nation of the attack.**

 **Words that Americas heard emerge through scratchy radio speakers – for it was this act of aggression that brought America into the Second World War.**

**(PAUSE)**

**Today, many may not remember Pearl Harbor, but almost all of us have first-hand experience of a terrible attack on our homeland.**

**September 11, 2001 will also be remembered for generations to come – just as we remember December 7th, 1941.**

**The events of that September day – that started out so routine – quickly brought to mind the attack on Pearl Harbor.**

**For too many years, the memory of December 7th, 1941 was slipping away. It’s heartbreaking to know that it took another tragic event to get us all thinking about our history.**

 **It’s important for America to remember our history – the high and the low points. Pearl Harbor was certainly a low point.**

 **We’ve come a long way as a nation and as a people since December 7, 1941.**

 **From scratchy-sounding radio to high definition digital television pictures and sounds from hundreds of miles in space.**

 **From railroads to airlines as a means of business travel.**

 **From national highways to interstates for our cars that move faster, run longer, and are safer to drive.**

 **Amid all the technological changes, it is to those of us gathered here to keep alive the tragic lesson of Pearl Harbor.**

 **That is the challenge. The attack on September 11th serves as a stark reminder that as citizens of this great land of freedom – we all-to-often forget the lessons from history.**

 **That is why we gather to remember.**

 **We remember those who made the supreme sacrifice on December 7th, 1941. Taken in the prime of their lives by the all-consuming fires, explosions and strafing attacks, which rained down on them from a brilliant sun on what had started as a peaceful Sunday morning in Hawaii.**

 **We know that remembering that day – is important to us – and to the future of our nation.**

 **This is not a pleasant anniversary to recall.**

 **Yet, the bond that joins men and women in uniform draws us to such ceremonies because it is our duty to help young Americans understand the terrible price our nation once paid for lack of vigilance.**

 **On this anniversary we always recall those who lost their lives in the sneak attack.**

 **Today, I ask that we also remember those who survived that attack.**

 **Men like Bud Donahoe of Valley Junction, Iowa, who after the war would settle in California.**

 **He was ashore – he’d been to Catholic Mass and was leaving the chapel when the attack began.**

 **His ship in the harbor was heavily damaged.**

 **Many of his buddies died.**

 **Bud would survive the war, but the memories and the anguish never let him rest easily.**

 **There were many other “Bud Donahoe’s.”**

 **It is our duty to them not to let our nation lose sight of the devastation those torpedoes, bombs and shells had on lives as well as hardware.**

 **America survived that day of national disgrace.**

 **America will survive the more recent attack.**

 **But the memory of December 7th must remain etched forever in the mind of succeeding generations. Coupled with the images of September 11th they must paint the unforgettable collage of the price extracted by a lack of military preparedness.**

 **"Remember Pearl Harbor" must ever be the symbol of the consequence of underestimating the threats to peace and world stability.**

**December 7, 1941, was a terrible lesson.**

 **For us to fulfill that obligation of a bond formed by our common experiences in uniform requires that we never allow this day to fade from the memory of our young citizens.**

 **You and I pay no finer tribute to those whom we remember on this day than to ensure that the nation for which they sacrificed remains free and strong enough to preserve its freedoms, no matter what the future holds.**

It is a history lesson worthy of retelling over generations.

 **It is a lesson that we forgot. Because we forgot we allowed history to repeat itself.**

 **December 7th IS a lesson for all ages over the ages.**

 **That is why we are here today.**

 **Don’t let anyone forget it.**

**# # #**

American Legion Auxiliary

**Media Release**

DEPARTMENT OF New Mexico

Street Address, City, NM ZIP Code

www.ALAforVeterans.org and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [PR chairman], [PR chairman’s phone number]; [PR chairman’s email address]

for [unit/department president’s name]

[DATE, 2016]

FOR IMMEDIATE RELEASE:

**American Legion Auxiliary Members Honor the Memory of Pearl Harbor**

[CITY] – On Monday, Dec. 7, members of the American Legion Auxiliary in the [INSERT CITY NAME] community will join thousands of other proud Americans throughout the country in remembrance of the infamous attack in 1941 on Pearl Harbor that propelled America into World War II. Auxiliary members across the nation will be working to ensure that Pearl Harbor Remembrance Day will forever remain part of our national consciousness.

**[**Add your unit/department’s event information here (i.e., organizing a special service, ceremony or other activity), include a brief description of it along with the number of volunteers helping and a quote about the project as it relates to Pearl Harbor Remembrance Day from an Auxiliary officer. Invite the public to help or join the activities if appropriate.]

American Legion Auxiliary members across the country will be spreading awareness in their communities and honoring the memory of the victims and survivors of the attack. They will attend special interfaith services, organize wreath-laying ceremonies, volunteer at VA hospitals and veterans nursing homes, arrange for veterans to speak in classrooms and hold special dinners for veterans at their units or Legion posts.

The American Legion Auxiliary’s 750,000 members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours annually, with a value of nearly $3.1 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching young Junior members to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

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Example

American Legion Auxiliary

**Media Release**

NATIONAL HEADQUARTERS

8945 N. Meridian St., Indianapolis, IN 46260

[www.ALAforVeterans.org](http://www.ALAforVeterans.com) and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [AWARD RECIPIENT’S NAME], [PHONE], [EMAIL]

[DATE]

FOR IMMEDIATE RELEASE

**[City] resident receives national award from American Legion Auxiliary**

INDIANAPOLIS – [NAME], a resident of [CITY] and member of local American Legion Auxiliary [UNIT NAME AND NUMBER] was recently recognized by the national organization as [STATE]’s Unit Member of the Year.

The award, presented annually at the American Legion Auxiliary’s national convention, showcases the dedication and time spent that Auxiliary go-getters devote to the organization’s mission of serving veterans, the military and their families.

The Unit Member of the Year award recognizes women serving at the unit level who exemplify the values and ideals of the American Legion Auxiliary and whose accomplishments significantly impact the program work in their units. [RECIPIENT’S LAST NAME]’s Auxiliary unit nominated her for the award and submitted the nomination to the state-level Auxiliary.

[INCLUDE INFORMATION SPECIFIC ABOUT RECIPIENT, WHY SHE WAS NOMINATED/CHOSEN]

Learn more about the award by visiting [www.alaforveterans.org/Awards/Unit-Member-of-the-Year-Award](http://www.alaforveterans.org/Awards/Unit-Member-of-the-Year-Award).

American Legion Auxiliary members have dedicated themselves for nearly a century to meeting the needs of our nation’s veterans, military and their families both here and abroad. They volunteer millions of hours yearly, with a value of more than $3 billion. As part of the world’s largest women’s patriotic service organization, Auxiliary volunteers across the country also step up to honor veterans and military through annual scholarships and with ALA Girls State programs, teaching high school juniors to be leaders grounded in patriotism and Americanism. To learn more about the Auxiliary’s mission or to volunteer, donate or join, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or to see what is happening in New Mexico, visit [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

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American Legion Auxiliary

**Media Release**

DEPARTMENT OF NEW MEXICO

Street Address, City, NM ZIP Code

[www.ALAforVeterans.org](http://www.ALAforVeterans.org) and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [PR Chairman], [PR Chairman’s Phone Number]; [PR Chairman’s e-mail Address]

for [Department President’s Name]

[DATE]

FOR IMMEDIATE RELEASE:

National President of the American Legion Auxiliary
visits [LOCAL DEPARTMENT LOCATION OR UNIT NAME] members

[CITY] – American Legion Auxiliary [Unit/Department] will host National President Sharon Conatser [dates of stay] during a stopover in her year-long nationwide tour to call on community members. Conatser will have the opportunity to learn about veteran support efforts in [state or location], including [name/description of key project/effort].

[Insert quote from hosting department president or unit volunteer leader regarding national president’s visit as it relates to the key project/effort named above. Emphasize how the project or effort positively impacts the community.]

During her visit, the leader of America’s largest women's patriotic service organization will [specify details of itinerary, including dates, times and locations as appropriate to publicize].

Sharon Conatser, of Champaign, Ill., was elected national president of the American Legion Auxiliary (ALA) during the organization’s 95th National Convention in August 2015. Conatser, a lifetime member, joined the American Legion Auxiliary through her father Clay Lofton, an Army veteran who served in World War II and the Korean War. She is also eligible though her son, Rick Malloch, a Desert Storm veteran, and her husband, Marty Conatser, a Vietnam-Era veteran and past national commander of The American Legion. Conatser is the first national president who is also a former First Lady of The American Legion.

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American Legion Auxiliary

**Media Release**

DEPARTMENT OF NEW MEXICO

Street Address, City, NM ZIP Code

www.ALAforVeterans.org and [www.NMALA.weebly.com](http://www.NMALA.weebly.com).

Contact: [PR Chairman], [PR Chairman’s Phone Number]; [PR Chairman’s Email Address]

[DATE]

FOR IMMEDIATE RELEASE

**[City] resident’s artwork featured on American Legion Auxiliary cards**

[YOUR CITY] – [NAME], a resident of [CITY] and student at [SCHOOL NAME- omit if no school], won the 2015 American Legion Auxiliary’s (ALA) Poppy Poster Contest, Class [NUMBER OF CLASS] of the [NAME OF DIVISION] Division. [LAST NAME]’s artwork from the competition is now featured on ALA thank you cards that are on sale worldwide.

The contest, conducted annually by the American Legion Auxiliary, is sponsored by ALA Unit [UNIT NUMBER] in [CITY] schools for children grades two though 12, including special needs and homeschooled students. The theme of all posters focuses on the poppy flower — a symbolic homage to the lives sacrificed in war and the hope that none died in vain.

[INCLUDE INFORMATION SPECIFIC ABOUT WINNER/DESCRIBE ELEMENTS OF THEIR POSTER/QUOTE FROM UNIT PRESIDENT OR RECIPIENT]

Winners from each class are first selected by their local ALA unit, then go on to be judged by the state-level ALA, the division (western, northwestern, central, eastern, and southern), and then one overall winner is selected for each division by national ALA leadership. Learn more about the contest and the poppy flower here [www.ALAforVeterans.org/Poppy](http://www.ALAforVeterans.org/Poppy). Purchase the poppy thank you cards via Emblem Sales at [emblem.legion.org/Poppy-Poster-Greeting-Cards/productinfo/335.916/](http://www.emblem.legion.org/Poppy-Poster-Greeting-Cards/productinfo/335.916).

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