



American Legion Auxiliary Public Service Announcement

Street Address, City, State ZIP Code

www.ALAforVeterans.org (and your unit's website, if available)

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

PUBLIC SERVICE ANNOUNCEMENT (30 SECONDS)

WHO: AMERICAN LEGION AUXILIARY UNIT [INSERT UNIT #]

WHAT: NATIONAL POPPY DAY®

WHEN: [Friday before Memorial Day] at [INSERT TIME a.m./p.m.]

WHERE: [INSERT LOCATION]

Join American Legion Auxiliary Unit [INSERT UNIT #] on National Poppy Day, [Friday before Memorial Day], at [LOCATION] when members distribute bright red poppies in honor of our fallen warriors. The poppy has become an internationally recognized symbol of the lives sacrificed in war and the hope that none died in vain. 100 percent of donations go directly to help veterans. For more information, call [preferably a number where a media representative can reach you during day and evening hours].

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