



# THE AMERICAN LEGION

Dear PSA Director,

Please support The American Legion and our efforts to advocate for veterans and their rights by sharing this empowering new public service announcement, ***We Were There***, with your audiences.

*We Were There* calls attention to the numerous achievements of The American Legion, including our role in writing the original G.I. Bill, helping veterans impacted by toxic exposure, and our ongoing commitment to our nation's youth and local communities across the country.

Show veterans in your community your support by airing this inspiring and profound ***We Were There*** PSA as soon, and as often, as possible. The PSA is available in :15, :30 and :60-second formats at [psadirect.com/legion](https://psadirect.com/legion).

The American Legion is the largest wartime veterans service organization with nearly two million members and approximately 12,875 posts in communities across the U.S. The American Legion is committed to mentoring youth and sponsoring wholesome programs in our communities, advocating patriotism and honor, promoting a strong national security, and continued devotion to our fellow servicemembers and veterans. Learn more at [legion.org](https://legion.org).

Learn more about us through our leadership and annual report:

- **Leadership:** <https://www.legion.org/constitutional>
- **Annual Report:** <https://www.legion.org/annualreport>

Thank you in advance for helping The American Legion continue our legacy of service to veterans, their families, our nation's youth and local communities. If you have any questions, please contact Taylor McMahon at [legion@psadirect.com](mailto:legion@psadirect.com) or 703-348-6982.

Sincerely,

James Baca  
Executive Director



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## FOR IMMEDIATE RELEASE

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## **The American Legion launches *We Were There* public service campaign**

*New public service announcement evokes pride in values, mission and history of the organization*

**INDIANAPOLIS (September TBD, 2019)** — The American Legion is launching a new public service campaign that highlights the steadfast values that serve as a foundation for the organization: patriotism, a strong national security, support for all veterans and a strong desire to turn today's youth into tomorrow's leaders. The new *We Were There* public service announcement (PSA) uses historic and current imagery to highlight Legionnaires in action and shows the impact of hundreds of American Legion programs and activities that strengthen the nation.

"For more than a century, Legionnaires have been making a positive difference for veterans and their communities," said James W. "Bill" Oxford, national commander of The American Legion. "We provide flag education in schools, raise scholarship funds for youth and help organize relief efforts during a natural disaster. We are veterans who continue to serve our country."

Legionnaires and local posts can be found in nearly every community in America providing veterans and their families with a variety of programs and services including benefits claims support, career and education assistance, and temporary and emergency financial aid. The American Legion provides youth programs that support learning, as well as educate them about citizenship, teamwork and leadership. The American Legion is also a voice for veterans at the local, state and federal levels to ensure the issues that are most important to veterans are a top priority to our government leaders.

"The American Legion has been influential in the establishment of veterans rights," Oxford said. "We are responsible for such things as the formation of the Department of Veterans Affairs, creation of the U.S. Flag Code, passage and evolution of the GI Bill and helping veterans impacted by toxic exposure have their voice heard in Washington. All things that continue to have a positive effect on society."

To view the *We Were There* PSA visit [psadirect.com/legion](http://psadirect.com/legion). Visit [legion.org](http://legion.org) to learn more about The American Legion, find a local post and support their efforts.

### **About The American Legion**

The American Legion is the largest wartime veterans service organization with nearly 2 million members and approximately 12,875 posts in communities across the U.S. Chartered by Congress in 1919, The American Legion is committed to mentoring youth and sponsoring wholesome programs in our communities, advocating patriotism and honor, promoting a strong national security, and continued devotion to our fellow servicemembers and veterans.

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