



Dear PSA Director,

As the widespread effects of the global health crisis take a toll on local communities, The American Legion is continuing its 100-year commitment to serving our nation in extraordinary ways. We are launching a new campaign, **Veterans Strengthening America**, to highlight the incredible impact Legionnaires are making across the nation through a series of public service announcements.

The first PSA in the series, **Making Communities Stronger**, calls attention to how The American Legion is strengthening communities through food deliveries, blood drives, buddy checks, and providing critical supplies to vulnerable populations. To learn how you can help your community, visit [legion.org](http://legion.org).

Show your community the support they need during this pandemic by airing this inspiring and impactful **Making Communities Stronger** PSA as soon, and as often, as possible. This PSA is available in 15, 30 and 60-second formats at [psadirect.com/legion](http://psadirect.com/legion).

Thank you in advance for supporting The American Legion by airing **Making Communities Stronger**. We look forward to your participation.

Kind regards,

Dean Kessel  
Chief Marketing Officer, The American Legion

For questions regarding PSA formats and media distribution, please contact Taylor McMahon at [legion@psadirect.com](mailto:legion@psadirect.com).

***Making Communities Stronger (60)***

**FINAL TRANSCRIPT**

AUDIO	VISUAL
<p><b>VO:</b> The strength of America, our values, our way of life hasn't just been won on the battlefield.</p> <p><b>VO:</b> It's won every day in our communities when we come together - extending hands of compassion, service, and hope to those who need it most.</p> <p><b>VO:</b> For over 100 years, The American Legion has been strengthening communities across our nation by providing lifesaving help and support to our veterans and neighbors during times like we are facing today.</p> <p><b>Male:</b> "It's what the Legion is all about"</p> <p><b>VO:</b> From blood drives... to distributing food... from responding to emergencies and protecting the most vulnerable among us - our mission is <i>making America's communities stronger.</i></p> <p><b>Female:</b> "We are one family. And therefore, we care."</p> <p><b>VO:</b> We are The American Legion – <i>Veterans Strengthening America.</i> To learn how you can help, visit Legion.org.</p>	<p>Video of Legion members helping within their communities across America including flag services and youth engagement.</p> <p>Video of Legion members participating in food drives and grocery delivery.</p> <p>Male speaking to the camera about The American Legion.</p> <p>Images and video montage of response effort of The American Legion.</p> <p>Female speaking to the camera about The American Legion</p> <p>End Slate: LEARN HOW YOU CAN HELP, VISIT: Legion.org The American Legion Logo</p>

***Making Communities Stronger (30)***

**FINAL TRANSCRIPT**

AUDIO	VISUAL
<p><b>VO:</b> The strength of our country hasn't just been won on the battlefield.</p> <p><b>VO:</b> It's won every day in our communities when we come together in our toughest times.</p> <p><b>VO:</b> For over 100 years, The American Legion has been strengthening communities by providing lifesaving help and support to our veterans and neighbors during our nation's toughest times.</p> <p><b>Male:</b> "It's what the Legion is all about"</p> <p><b>VO:</b> We are The American Legion – <i>Veterans Strengthening America.</i> To learn how you can help, visit Legion.org.</p>	<p>Video of Legion members helping within their communities across America including flag services and youth engagement.</p> <p>Video of Legion members participating in food drives and grocery delivery.</p> <p>Male speaking to the camera about The American Legion.</p> <p>End Slate: LEARN HOW YOU CAN HELP, VISIT: Legion.org The American Legion Logo</p>

***Making Communities Stronger (15)***

**FINAL TRANSCRIPT**

AUDIO	VISUAL
<p><b>VO:</b> For over 100 years, The American Legion has been strengthening communities by providing lifesaving help to our veterans and neighbors during our nation's toughest times.</p> <p><b>VO:</b> We are The American Legion – <i>Veterans Strengthening America.</i> To learn how you can help, visit Legion.org.</p>	<p>Video of Legion members participating in food drives and grocery delivery.</p> <p>End Slate: LEARN HOW YOU CAN HELP, VISIT: Legion.org The American Legion Logo</p>