FOR IMMEDIATE RELEASE

Vermont Teddy Bear Launches New Line of Bears to Help American Legion Programs

Sales of The American Legion bear to support veterans, service members and their communities

INDIANAPOLIS (Nov. 5, 2014) – The Vermont Teddy Bear Company, the nation’s largest producer of handcrafted teddy bears, is showing its patriotic colors with the introduction of a new line of limited edition bears to support The American Legion.

Wearing a white T-shirt and uniform cap, both featuring The American Legion emblem, the lovable handmade bear makes a thoughtful gift for a veteran, child or grandchild, or a meaningful keepsake for any Legion member or supporter. The bear’s cap can be personalized with a city, state, district, American Legion post or name of choice.

In addition, Vermont Teddy Bear has designed a line of military inspired bears from all five branches of the U.S. Armed Forces, as well as a camouflage bear, also with proceeds to benefit The American Legion.

“We are proud to support The American Legion with our specially designed, one-of-a-kind, military themed bears,” said Bill Shouldice, CEO of Vermont Teddy Bear Company. “Our bears have been handmade right here in the USA for more than 30 years, and now we are honored to partner with the nation’s largest veterans organization focused on service to veterans, service members and communities.”

Twenty percent of proceeds from sales of the bears will be donated to The American Legion to help the organization fulfill its commitment to assist those who have served, and those who are currently serving, in the U.S. Armed Forces, and to promote patriotic values in communities everywhere.

“The American Legion has a broad range of programs for America's children, veterans and military families, and we welcome the support of Vermont Teddy Bear,” American Legion National Commander Mike Helm said. “Each purchase of these wonderfully crafted bears directly supports American Legion programs, providing the necessary resources to continue our devotion to our fellow service members and veterans.”

These specially designed bears are only available through Dec. 24, 2015. They can be ordered online by visiting www.VermontTeddyBear.com/Legion or by calling toll-free at 1-800-829-BEAR (2327).

About Vermont Teddy Bear Company

Vermont Teddy Bear, the largest hand crafter of Teddy Bears in North America, lovingly designs, stuffs and stitches every Bear in Vermont. For a one-of-a-kind gift that’s just as unique as the recipient, every Vermont Teddy Bear can be customized to fit a special life event, occasion or holiday. Orders can be placed by phone at 1.800.829.BEAR, where a friendly Bear Counselor® will
assist with selection and personalization, online at www.VermontTeddyBear.com or via mail order catalog.

**About The American Legion**

The nation’s largest wartime veterans service organization, The American Legion was founded in 1919 on the four pillars of a strong national security, veteran care and rehabilitation, Americanism and youth programs. Legionnaires work for the betterment of their communities through nearly 14,000 posts across the nation. www.Legion.org

# # #

**The American Legion Media Contacts:**

Scott Miller / 317-630-1220/ SMiller@Legion.org

Laura Hunt / 571-261-1465 / LHunt@1stDegree.com

**Vermont Teddy Bear Media Contact:**

Janine Savarese / 732-978-4809 / Janine.Savarese@SavareseCommunications.com