From: March, Joseph H.
To: Public Relations Division
Sent: 2/1/2010 2:42:49 PM
Subject: American Legion's Operation Comfort Warriors competes for $250K Pepsi grant - VOTES NEEDED

Attachments:

FOR IMMEDIATE RELEASE

American Legion's Operation Comfort Warriors competes for $250K Pepsi grant

Votes Needed!

INDIANAPOLIS (Feb. 1, 2010) - The American Legion's Operation Comfort Warriors is competing for a $250,000 grant to be awarded by Pepsi Cola, Inc. More than 700 charities are competing for grants, which are determined by the number of votes received at its Web site. As of this morning, Operation Comfort Warriors was 21st in voting. The top two vote getters will receive quarter-million dollar grants.

Visitors can cast their votes at <http://www.refresheverything.com/operationcomfortwarriors>.

Since December 2008, the American Legion family has raised funds for Operation Comfort Warriors, a program dedicated to meeting the needs of wounded military personnel, providing them with comfort items not usually supplied by the government. OCW ensures that patients at U.S. military hospitals and warrior transition units are given items like sweat suits, DVDs, puzzles, electronic devices, books, calling cards and more.

"The wars in Afghanistan and Iraq continue. Military service will always include inherent dangers from training and other hazardous duties," American Legion National Commander Clarence E. Hill said. "As long as our men and women are in harm's way, there will continue to be wounded warriors. The American Legion needs to be there for our heroes. Operation Comfort Warriors is an excellent way to show our appreciation for their sacrifices. I urge all Americans to show their appreciation by voting for it on the Pepsi Refresh Everything Web site."

All administrative and marketing costs for Operation Comfort Warriors are paid for by The American Legion, meaning 100 percent of all donations and grants received go to the troops.

With a current membership of 2.5-million wartime veterans, The American Legion was founded in 1919 on the four pillars of a strong national security, veterans affairs, Americanism, and youth programs. Legionnaires work for the betterment of their communities through more than 14,000 posts across the nation.

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Media contacts: Marty Callaghan (202) 861-2700; Joe March or John Raughter (317) 630-1253, Cell (317) 748-1926 /(317) 441-8847. A high resolution photo of National Commander Hill is available at www.legion.org.