



Coalition and Valued Associates Advocacy and Actions...

Thanks to the generous donation of Alder Foods, Save Our Benefit was a day sponsor at the Coca Cola 600 NASCAR races during Memorial Day weekend. The Save Our Benefit logo was prominently displayed on the 20 foot race tower at the Charlotte Motor Speedway, promoted for 24 hours by the broadcast announcer, included in all media releases, social media, and T-shirts. In addition, 4000 Save Our Benefit flyers were distributed in special packaging handouts.

The race was part of the 7 Days for the Troops event, which is a fund raising program for Purple Heart Homes. The concept was created and developed by disabled marine, disc jockey Scott Burns, who is devoted and committed to helping other disabled veterans. For seven years Burns camped out for seven days, 24/7, in shopping malls across America, raising thousands of dollars for disabled veterans. This year, Burns camped out at the Charlotte Motor Speedway on top of a 20 foot tower with a goal of raising \$125,000 to help Purple Heart Homes provide more housing solutions for disabled veterans.

Save Our Benefit and the ALA would like to thank Michelle Keating and her entire team at Alder Foods for their generous support and efforts to promote and protect military families' earned resale benefits, and to support our wounded veterans.

On Memorial Day, May 26, our Nation honored our service members who "gave all" in defense of our country. For many of us this is a personal day of reflection, honoring and celebrating the lives of those we knew and loved. As members of the military resale community, you all honor our service members, past and present, and their families through your dedication to serving those who serve. On behalf of our military community, we thank you.