

FOR IMMEDIATE RELEASE

TO: \_\_\_\_\_

FROM: The Sons of The American Legion, Squadron #: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name/Number: \_\_\_\_\_

EVENT: \_\_\_\_\_

DATE(s): \_\_\_\_\_

TIME(s): \_\_\_\_\_

LOCATION: \_\_\_\_\_

**PURPOSE:** To raise financial support for the American Legion’s Child Welfare Fund (CWF), and increase awareness of how CWF can impact kids in every Community, and the Sons of The American Legion efforts to support Kids!

**ADDITIONAL STORYLINE:** Last year nationally, the Sons of The American Legion (SAL) donated \$402,081 to the CWF, part of its \$1.5 million in donations to our Children & Youth. Lifetime donations to CWF by the Sons, will top 8 million dollars in 2019.

**ADDITIONAL EVENT DETAILS:**

\_\_\_\_\_  
\_\_\_\_\_  
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**About the American Legion Child Welfare Fund (CWF):** Established in 1954, The American Legion’s Child Welfare Foundation was developed as a repository of funds from individuals who wished to contribute to the betterment of children in this country. The priority is to contribute to the physical, mental, emotional and spiritual welfare of children by aiding progress in the field of child welfare through dissemination of knowledge about research, studies, projects, or by supporting programs benefiting the welfare of children and youth. Not all American children grow up inside the comfortable definition of normal childhood development. For thousands, each day is a challenge marked by pain, prayer and perseverance, many require specialized care. They are in need of help from The American Legion Child Welfare Foundation, and from YOU.

**About the Sons of the American Legion (SAL):** Founded in 1932, the Sons of The American Legion exist to honor the service and sacrifice of Legionnaires and support Veterans, Children and Youth. The SAL Detachment of New York is proud to have over 29,800 members and Nationally boast almost 400,000. The American Legion, American Legion Auxiliary, Legion Riders, and Sons of The American Legion comprise the almost 4.2 million members of the “American Legion Family”.

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