

DMNNews

BrandNew VFW DRTV Campaign

FOR AMERICA'S DEFENDERS, A WORLD WITHOUT VFW IS UNIMAGINABLE.

There are heroes who live among us. Men and women who answer the call to serve our nation. They leave their own homes and families and lay their lives on the line. Many don't return. Thousands return wounded and even disabled for life.



VFW hasn't forgotten them.

VFW is the nation's largest organization of combat veterans. Since 1899, VFW has been a powerful voice for America's heroes and their families.

Our life-changing programs reach out to those who have sacrificed so much already.



With the number of Iraq War veterans expected to near 1.5 million, the Veterans of Foreign Wars has launched a DRTV campaign aimed at educating a younger generation about its mission. Barton Cotton worked with the VFW to create two TV spots that aired on several cable stations this month. The spots can also be viewed on the Internet at www.youtube.com/officialvfw. The VFW has more than 4 million regular donors and provides services including emergency funds for families.