



# VIETNAM VETERANS ASSOCIATION OF AUSTRALIA VICTORIAN BRANCH (INCORPORATED)

## ADMINISTRATION INSTRUCTION NUMBER 25 APPENDIX 1

### BADGE WEEK

#### **DRAFT MEDIA RELEASE TEMPLATE - FOR USE BY LOCAL SUB-BRANCHES TO RELEASE TO LOCAL MEDIA IN WEEK BEGINNING 7 AUGUST ANNUALLY**

#### **VETERANS APPEAL HELPS DIGGERS IN NEED**

Vietnam veterans Will be rattling tins all over Australia next week, including (NAME OF LOCAL TOWNSHIP OR DISTRICT), in their annual appeal to raise funds for the welfare of less fortunate comrades and their families

The annual appeal, which culminates in Vietnam Veterans Day on August 18, raises thousands of dollars each year to provide desperately needed help to fellow Australian veterans in desperate need.

Veterans remember their fallen comrades on this day, the anniversary of the famous Battle of Long Tan, at memorial services and reunions.

Local spokesman for the Vietnam Veterans Association of Australia (VVAA), Mr. (NAME OF SPOKESPERSON) said the annual tin rattle, known as Badge Week, was the association's only major fund raising drive throughout the year. Donors buy remembrance pins showing their support for veterans.

"Every year the support we get from people is very gratifying," Mr. (NAME OF SPOKESPERSON) said. "It really does our members proud to see that people really do care, particularly for those of us who are less fortunate than others.

"Almost thirty years after the war ended there are many veterans who still suffer from physical pain, psychological pain or both. And their families are always caught up in that and we try to provide them with help too.

The VVAA is a non-political, purely voluntary organisation concerned first and foremost with matters relating to the health, welfare and well being of veterans and their families. All funds raised during Badge Week are used to provide the organisational, welfare and support services required by the veterans' community." Mr. (NAME OF SPOKESPERSON) said.

I would urge everyone in (NAME OF LOCAL TOWNSHIP OR DISTRICT) to invest a few dollars in honoring and helping those who have already served their country with great distinction pride and selflessness.

"I know it's a real honor and privilege to stand side by side with them.

Next week collectors will be At (NAME OF LOCATION/S or donations can be left at the following businesses (NAME OF BUSINESSES)

For further information, contact (NAME OF CONTACT PERSON) on TELEPHONE (CONTACT TELEPHONE NUMBER)

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MEDIA PLEASE NOTE:

Mr. (NAME OF SPOKESPERSON) will be available for interview in person or by telephone. The contact telephone number is (CONTACT TELEPHONE NUMBER)