



VFW to America: SHOW and SHARE Your Thanks This Veterans Day

Oct 21, 2015

KANSAS CITY, Mo. — Today, with just three weeks remaining until Veterans Day, the VFW is launching Operation Appreciation.

All Americans are invited to join Operation Appreciation by thanking our nation's service members and veterans with an act demonstrating their appreciation — an act beyond words or text, then sharing a photo or video illustrating the act and posting it to social media using the hashtags #ithankedavet, #yourturn.

With the number of patriotic and veteran-focused events happening nationwide in the upcoming weeks, participation should come easy to those who wish to get involved. Capturing and sharing photos and videos from parades and other Veterans Day events is highly encouraged, but the VFW also hopes the campaign sparks individuals to find ways to creatively express their appreciation. From buying a service member or veteran's meal or gas, to helping with a project or household chore, to treating them to a fishing, hunting, skydiving or paintball outing, there is no "right" way to express the deep appreciation citizens have for the sacrifices of America's finest.

"This campaign is all about giving thanks to those who have served their country by way of an act of kindness, but the key to this initiative is capturing it ... the essence of the moment and its significance, and then sharing it. Social sharing is a powerful thing, and our hope is that every American who joins our campaign and thanks a veteran this Veterans Day inspires ten more to do the same, but in their own way," said John Hamilton, VFW adjutant general.

All of the social media content generated as a result of Operation Appreciation can be found on your mobile device by searching for #ithankedavet or #yourturn on individual social media sites, or from your desktop at:
https://www.facebook.com/VFWFans/app_170912239916663.

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