

## Eiler News

### For Immediate Release

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### Competing Businesses Unite for Good Cause

**ANN ARBOR, MI -- May 2010** - Amidst a down economy, competing outdoor advertising companies unite in support of our troops. Rival outdoor advertising companies such as Lamar, Clear Channel, CBS Outdoor, Magic Media, Adams, Newman, Barnes, Jones Sign, and other digital sign companies in airports and food stores have all provided free-of-charge advertising space to Operation Never Forgotten (ONF).

ONF is a national non-profit, non-partisan awareness campaign to commemorate fallen heroes, wounded warriors, deployed troops and the families that love them. Public service announcements (PSAs) released by ONF can be seen in the Mall of America and international airports across the country, through television commercials, on the radio and, of course, on highway billboards.

Generous companies have provided all of these media outlets without charge to spread the message of ONF. The organization calls Americans to place all politics aside and remember that someone's loved one is defending our freedoms. These PSAs are by and for service members in support and remembrance.

Lee Greenwood, famous for his patriotic anthem, "God Bless the USA", is the official spokesperson for ONF. While his support is immense and appreciated, it is simply not enough due to the growing size of ONF. The organization is in need of more volunteers in the form of graphic artists, web programmers, filmmakers, grant writers and other media professionals. The organization has had to turn down Gold Star family requests recently due to an overwhelming workload. ONF already has some outstanding companies and individuals on board, but feel that they are only scratching the surface to ONF's mission and what our heroes deserve.

Examples of ONF's PSAs can be found on their website <http://www.operationneverforgotten.org/index.php>.

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