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November 22, 2010

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VA VIDEO OUTREACH MESSAGE AIMED AT NEW VETERANS

New TV Ad Encourages Veterans to Use Benefits

WASHINGTON - The Department of Veterans Affairs (VA) is launching a new television advertisement encouraging Veterans to take full advantage of the VA benefits and services they have earned. The ad is one step in a robust outreach effort aimed at welcoming returning Servicemembers and easing their transition from military to Veteran status.

“VA is committed to reaching all Veterans to say 'thank you for your service', and to let them know about the health care, benefits and services available to help them meet whatever challenges lie ahead,” said VA Secretary Eric K. Shinseki. “Each day all across the United States, men and women in uniform return from military service, and we want to do our part to welcome them home.”

The 30-second ad, focuses on today's generation of Veterans returning from Iraq and Afghanistan, and shows the path a Veteran might follow from boots on the battlefield to addressing possible health issues, going to college, finding employment and buying a home. The ad emphasizes the goal of a seamless transition between the Department of Defense and VA as military Servicemembers hang up their uniforms and enroll with VA.

VA has targeted six cities to broadcast the ad based on the number of Veterans returning from service to those locations this fall. The cities are Norfolk, Va., Raleigh, N.C., Savannah, Ga., Seattle, Wash., Watertown, N.Y. and El Paso, Texas.

The actor in the ad is Operation Iraqi Freedom Veteran Robert Kugler-a former Marine currently pursuing an acting career in Los Angeles. The uniformed personnel in the background are also Veterans, as are the students, the father and husband walking out of the house, and the doctor/instructor-an Air Force Veteran who served in Vietnam.

This is the first of a series of broadcast and cable television ads to be produced and aired over the next several months to inform returning Veterans of the many benefits and services they have earned as a result of their military service.

Broadcast organizations interested in obtaining a broadcast quality copy of the 30-second spot to run as a Public Service Announcement may download a copy at <http://ftplac1.dgfastchannel.com/download/VAWLAO110-2H.mov>. The video can be viewed on YouTube at <http://www.youtube.com/watch?v=dJneXGf5GAc>. For more information on VA benefits, visit <http://www.va.gov/MyVA>.

UPCOMING EVENTS

California DVBE Alliance Board of Directors	TBA	Don Gonneville Alliance Office - for info	(949) 433-5921 (916) 446-3510	
The Central Valley DVBE Network	Tues. Jan. 11th @ 11:45-1:00 (Second Tuesday of month)	Michael Grabow	(916) 541-9161 or email: mgrabow@theessentialink.net	Lionsgate Hotel 3410 Westover St. McClellan Park 95652
East Bay DVBE Network	TBA	Peter B. Ramirez for reservations	(408) 210-1968	
The Inland Empire DVBE Network	TBA	Dan Fleury for information	(626) 795-5950	
San Joaquin Valley (Fresno/Bakersfield Area) DVBE Network	TBA	John Falcon, Jr., for information	(559) 765-5093	2565 Alluvial Ave. (Temperance/Alluvial), Clovis Venture Bay Bldg. Conference Rm
OC/LA DVBE DVBE Network	TBA	Dan McKee, Network Coordinator	(562) 822-3133	
S.F. Bay Area DVBE Network	Wed. Dec 1st @ 8:15 a.m. (First Wednesday of the month)	Dan W. Roberts for reservations	(415) 956-2000	Cafe Blanco 39 Sutter Street, San Francisco
The Greater Ventura DVBE Network	Tues. Jan. 18th (Third Tuesday of the month)	Kevin O'Connor for information	(805) 527-1727, or Kevinlsi@gmail.com	Grand View Hotel Simi Valley
DVBE Advisory Council California Department of Veterans Affairs	TBA 10:00 a.m. to 3:00 p.m. (Holds quarterly meetings)			The California Dept. of Veterans Affairs Headquarters 1227 "O" St., Sacramento, CA 95814
The Los Angeles County Elite DVBE/SDVOB Network	Tues. Nov. 30th @ 11:00 - 1:00 (Last Tuesday of the month)	Frank Mancini, Chpt. President	(310) 341-4544	New Directions, Inc., Veterans Admin., Grounds North Campus
The Southern California Chpt. Elite SDVOB Network	Tues. Jan. 4th @ 8:00 a.m. (First Tuesday of the month)	Directions Mike Oliver, President	(619) 239-2300 (619) 368-5246	Veteran Memorial Center 2115 Park Blvd., San Diego
North San Diego DVBE Alliance Chapter	Tues. Jan. 18th @ 1:30 - 3:30 (Third Tuesday of the month)	David Dickey, Chapter President	(760) 744-5703	CSU San Marcos Commons Room 206
The Northern CA DVBE/SDVOB Network	Tues. Jan. 18th @ 10:30 - 12:30 (Third Tuesday of the month)	Valerie Lewis, President	(925) 202-4286	Danville Grange Hall, 743 Diablo Road, Danville, CA

PLEASE EMAIL UPDATES TO: challengenews@yahoo.com



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