

Subject: Local Veterans to HOnor 1.3 Million Fallen Service Members Through Memorial Minutes Challenge

{Hi NAME, GOOD MORNING OR GOOD AFTERNOON}

On {INSERT DATE}, a group of {NUMBER} veterans and supporters from Team Red, White & Blue (Team RWB) are coming together to honor the 1.3 million Americans who have died in military service over our nation's 250-year history.

From May 1 through Memorial Day (May 25), members of the {INSERT LOCAL CHAPTER} will participate in Memorial Minutes, Team RWB's signature Memorial Day event. Eagle Nation is working collectively to log 1.3 million minutes of movement, one minute for every service member who has given their life in defense of our country.

Participants are encouraged to log 40 minutes of intentional movement each day — symbolizing one second for every service member killed during the Global War on Terror — and dedicate their time to someone who was killed in service.

This effort is not about competition or personal records. It is one collective act of remembrance.

As our nation approaches its 250th anniversary this July, Memorial Minutes connect today's veterans and communities with the generations of citizen soldiers who have defended liberty since the Revolutionary War.

Would you be interested in learning more about how Team RWB {CHAPTER} members are honoring the fallen while strengthening veteran health and connection through this unique Memorial Day initiative?

We would be happy to coordinate an interview with:

- A local veteran participating in Memorial Minutes
- A chapter leader organizing community involvement
- Or a national Team RWB spokesperson

I've included the full press release below with additional details.

Best,

{YOUR NAME}

{COPY FULL PRESS BELOW}