

The American Legion Auxiliary

**Media Release**

**Unit 1879 at Colorado State University, Dept. of Colorado**

c/o 1917 Seminole Drive, Fort Collins CO 80525

**Contact:** Project Managers Karen Boehler, Unit 1879 President: 970-215-6497

and Ann Diaz, Unit 1879 Secretary: 970-430-0739

[ALA1879CSU@gmail.com](mailto:ALA1879CSU@gmail.com) / [www.ALAservecookbook.com](http://www.ALAservecookbook.com)



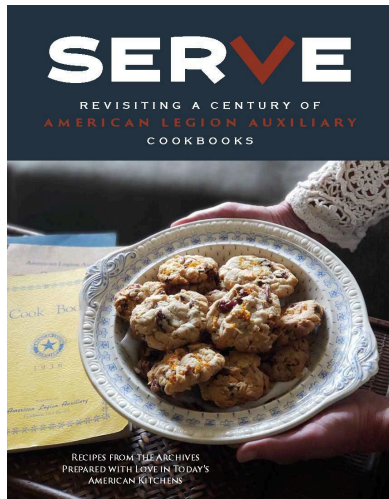
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Updated Feb. 22, 2021 / FOR IMMEDIATE RELEASE:

**Contemporary Anthology of Fundraising Cookbooks  
Aims to SERVE Veterans and Honor a Legacy**

Fort Collins, CO—The American Legion Auxiliary's only campus-affiliated unit has put a contemporary twist on 100 years of the community cookbook fundraiser. Their modern hard-cover anthology revisits an archive of 86 vintage and recent TALA cookbooks from across the U.S., with recipes re-created and photographed in 75 test kitchens across the country.

***Serve: Revisiting a Century of American Legion Auxiliary Cookbooks*** is now available for purchase at [www.ALAservecookbook.com](http://www.ALAservecookbook.com).



More than two years in the making, *Serve* features a fresh look at classic recipes curated from 100 years of cookbooks from The American Legion Auxiliary, the world's largest women's service organization, and stories of those who served, together in a commemorative coffee-table book. (Click for [Sample Pages](#).)

This limited-edition book includes:

- 220+ timeless recipes
- Irresistible food photographs on every page
- Charming and useful household anecdotes
- Veteran-submitted food stories
- Histories of America's military involvement since WWI

Price: \$42 *All Proceeds Benefit Wellness Programs for Veterans*

**\*Now til Fathers Day: Promo Code SHIP4FREE, or 2 for \$75 in Northern Colorado**

**Our mission is three-fold:**

1. **HONOR A LEGACY:** Celebrate the role of food during 100 years of service in TALA
2. **INSPIRE CONVERSATION & SERVICE:** Share military histories and food stories to promote understanding of the diverse veteran experience
3. **SUPPORT MENTAL WELLNESS PROGRAMS FOR VETERANS:** Donate proceeds to mental wellness programs for veterans, including the [National Veterans Creative Arts Festival](#) and the [Veterans Writing Project at CSU](#)

### **The Making of *SerVe*:**

With the organization's Centennial approaching, TALA Unit 1879 at CSU embarked on this ambitious mission in the spring of 2017. Click [here](#) for a pictorial overview of our process.

**Collecting**—We began collecting TALA cookbooks from every era and state, documenting our growing archives on an interactive map on our website. Books were donated and lent from home kitchens across the country; others were purchased from online collectors. A Facebook page encouraged participation.

**Selecting and Testing**—We chose the most compelling and timeless recipes, those that revealed interesting details about time and place, such as sugarless World War Cake, Soup Can Bread, Stuffed Pork Chops...even Gelatin Salad. Home cooks from Seattle to the Bronx volunteered to re-create recipes, taking on the challenge of translating recipes that called for “15 cents worth of pork” and instructions to “bake in a warm oven.”

**Modernizing**—Using notes from those test kitchens, we rewrote the recipes in a professional, contemporary format with modern ingredients and methods. We sent revised recipes to testers again to ensure their accuracy and invited photos—the strongest of which were used in the book.

**Gathering**—We held events featuring *SerVe* recipes, including a luncheon honoring student-veterans on campus, a peach cobbler fundraiser for Honor Flight, a veterans' storytelling event at a coffee shop, a S\*\*t on a Shingle meal for veterans.

**Telling**—We researched military histories and gathered food stories to serve as the backdrop for the recipes. Organized chronologically, the book traces the doughnut girls of World War I to sugar rationing of World War II and effects of industrialization.

### **What People Are Saying:**

People often say, “It’s so much more than a cookbook!” and express that they’ve read *SerVe* cover to cover. Click [here](#) for more feedback.

“This cookbook, from the Department of Colorado, honors and celebrates the 100th Year Anniversary of the American Legion Auxiliary!! It’s like no other cookbook out there! This is an awesome book with many wonderful recipes along with the history of the Auxiliary!! I love mine and if you love to cook or know someone who does, I urge you to get your copy right away!”

—Carlene Ashworth, Past National President, American Legion Auxiliary

**Press:** We value the support we’ve received from the press! We’re proud to be featured in the national American Legion *Auxiliary* magazine and to be named a New & Notable book at Kitchen Arts & Letters in New York City. Click [here](#) to see *SerVe* “In the News.”

**The American Legion Auxiliary** is one of the nation’s most prominent supporters of veterans, military, and their families, with nearly three-quarters of a million members. Millions of TALA volunteer hours average a value of \$2 billion each year. [www.ALForVeterans.org](http://www.ALForVeterans.org).