

PURPLE UP! FOR MILITARY KIDS DAY
DRAFT NEWSLETTER ARTICLE

April is the Month of the Military Child. Please join military kid supporters around the world, on April ***DATE, for (your states name) Purple Up! For Military Kids Day***. Post photos of you and your family and colleagues, notes of appreciation and support to military kids, etc. to Facebook, Twitter and Instagram and use #MoMC #kidsservetoo #PurpleUp! #momc #TeamMilKids #PurpleUp2026 #MOMC2026 #YoungHeroes #4-HMilitaryPartnership

Frequent moves, family separations through deployments, and reintegration following deployments can make school, home, and community-life challenging for military children. Yet, even in difficult circumstances, these youth continually demonstrate resilience and courage.

“Purple Up! For Military Kids” is a day to wear purple to show support and thank military children for their strength and sacrifices. Why purple? Purple is the color that symbolizes all branches of the military, as it is a combination of Army green, Coast Guard blue, Air Force and Space Force blue, Marine red and Navy blue.

4-H clubs in New Hampshire started the “Purple Up! for Military Kids” initiative in 2011 while working with the children of deployed National Guard and reserve component members, and they saw Purple Up! as a way to build awareness in their communities. Purple Up! is now celebrated around the world by military service branches, the Department of War, governors, states, schools, businesses and communities.

The 4-H Military Partnership has been a proud partner of the military for more than three decades. Thanks to the federal partnership among USDA-NIFA, Department of War and our Land Grant Universities, youth around the world belong to 4-H. As military families move frequently and experience the difficulties surrounding deployment and reintegration, 4-H provides predictable programming and a safe and nurturing environment for military connected children and youth to excel and belong.

Join us by helping lead the Purple Up! for Military Kids Day efforts in the state by having county commissioners sign special proclamations, coordinating with the service branches, hosting special events, producing and posting purple STEM videos, asking schools to wear purple that day, doing social media blasts and more.

Please join us in celebrating Purple Up! Day. ***Military kids serve too!***