

# SUPPORT OUR TROOPS

## A “Toast To The Troops” Campaign Is Launched

(NAPSA)—A unique way to show support for our troops serving abroad is the official launch of a “Toast to the Troops” campaign that will allow citizens to send a special “toast” to the men and women of the military serving abroad.

To participate, simply go to the Jack Daniel’s Web site ([www.jackdaniels.com](http://www.jackdaniels.com)) or fill out postcards at selected retail outlets to send a special message of support to the troops.

The company will collect the toasts from now through July 2005, and will then host an Operation USO Care Package “stuffing party” with Distillery workers, USO volunteers, military families and others to send the toasts along with the Care Packages to our troops abroad.

The Distillery’s \$100,000 donation will help purchase the USO Care Packages, which include an assortment of items that service members have specifically requested, such as disposable cameras, prepaid international calling cards, toiletries and sunscreen. The Distillery and USO officials said they hope that several thousand Care Packages will be stuffed at the event.

“This is just an effort on our part to help support the USO and provide another outlet for folks to demonstrate their love and appreciation for those serving in our armed forces,” said Campbell Brown, National Brand Manager for Jack Daniel’s.

“We’re thrilled to be partnering with Jack Daniel’s on this exciting project and certainly look forward to our upcoming stuffing party,”



**The Care Package is a way to send a message of encouragement and provide a touch of home.**

said Elaine Rogers, USO-Metro President and Worldwide Administrator for Operation USO Care Package. “We’re always looking for unique ways for citizens to express their support for our troops, and giving them the opportunity to send their message in a special toast certainly fits that bill.”

Because of heightened security, individuals can no longer send letters and packages addressed “Deliver to Any Service Member.” Approved and endorsed by the Department of Defense, the USO Care Package is a way to send a message of encouragement to a service member and provide “a touch of home.” The USO has sent out more than 500,000 Care Packages since the program’s inception in 2002. More information on the USO Care Package program can be found on [www.usocares.org](http://www.usocares.org).

An announcement regarding the date and location of the “stuffing party” will be made later this spring, the company said.

Jack Daniel’s encourages its friends to drink responsibly.