



**TO:** DAV Department Commanders and Adjutants  
National Service and Legislation Headquarters Employees  
National and Transition Service Office Employees

**DATE:** April 13, 2018

**SUBJECT:** New Campaign! Victories for Veterans Challenge This May

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We are excited to share news about our new “Victories for Veterans Challenge” launching from DAV Headquarters this May to commemorate Military Appreciation Month.

In this virtual fitness challenge, participants set their own personal goal to run, walk, ride or roll all the miles they can throughout the month of May. They will also be able to create fundraising pages and join veteran supporters nationwide to achieve their own personal victories.

All month, participants can log miles and fundraise for DAV from wherever they are (outside, at the gym, on the track, etc.) to honor the life-changing victories our veterans have achieved and support the 4 million disabled veterans who have sacrificed so much to protect our freedoms. Participants can also create “Honor Bibs” to display on their run, walk, ride to honor a veteran, past or present, who inspires their individual challenges.

We are excited to bring this new fitness platform online at DAV, to encourage our supporters to raise funds and awareness for our ill and injured heroes, as well as to focus on their personal wellness and health. This challenge is a call to action for all who want to do something to give back to the brave men and women who served, to show their appreciation and honor veterans during Military Appreciation Month in May.

Registration is FREE and now open at [www.victoriesforveterans.com](http://www.victoriesforveterans.com). Once registered, participants can log in to their personal webpage to manually log activity or sync a fitness device to track fitness progress in real time. Every step taken and every dollar raised brings us one step closer to creating the next victory for a veteran. 2018 Victories for Veterans key dates include:

- May 1: **First day of campaign.** Supporter miles and fundraising tracking begins online.
- May 15: **Victories for Veterans Day.** Participants encouraged to get out and log miles on this day, snap photos and use #Victories4Vets to share via social media.
- May 31: **Victory Lap Day.** Final day to log miles for the campaign; participants can create “Honor Bibs” to display on their run, walk, ride to honor the veteran in their life.

I’m extremely grateful for all your efforts for those who have served, who are serving and who have sacrificed for our great nation.

If you have any questions on this opportunity, please contact our team at [events@dav.org](mailto:events@dav.org) or (859) 442-1340.

Sincerely,

A handwritten signature in black ink that reads "J. Marc Burgess". The signature is written in a cursive style with a long horizontal line extending to the right.

J. MARC BURGESS