



American Legion Auxiliary

*A Community of Volunteers Serving Veterans,
Military, and their Families*

TO: National Executive Committee Members, National Officers, National Chairmen, Past National Presidents

CC: Dept Presidents; Dept Secretaries, NHQ Staff; National Committee Members

From: Kelly Circle, Executive Director

Re: **Weekly Briefing 03-12-2021**

Thank you everyone who made the effort to go online and vote for *Boys State!* It won the Audience Choice award at the Cinema Eye Honors Ceremony last week. While some may wonder why this matters, every media mention, award, interview, etc. helps promote The American Legion family brands. This is one time where it's okay for the public to equate The American Legion with the American Legion Auxiliary!



March 14-20th is National Creative Arts Therapy week. This week is designed to promote and spread information about how art therapy can aid in the recovery and well-being of our veterans. What can you do to celebrate this week while still at home? Here are some ideas:

- Watch a recording of the 2020 National Veterans Creative Arts Festival [online](#).
- [Learn about Veterans Creative Arts Festival Grants](#) from the American Legion Auxiliary Foundation.
- [Watch a recording](#) of the ALA webinar Mission Delivery – Veteran Creative Arts to learn how you can get involved at the local level and much more!

National Poppy Day is coming up and we are aware the PoppyDayUSA.org site is out of date. The Legion is working on that and it should be updated completely early next week. Until then, please go to our website for updated banners and posters. We'll be finalizing our plans for this year to educate the general public about Poppy Day and I will share that in next week's briefing.

If you haven't seen it, here is video of Tony Kanaan wearing his racing gear featuring The American Legion:

<https://twitter.com/AmericanLegion/status/1367870872879570948>

Here's yet another opportunity to promote our organization to a whole new population of people and let them know who we are, what we do, and why we matter!

Please see the next attachment for Red Book updates.

Have a wonderful St. Patrick's Day celebration next week; everyone is Irish on the 17th!