



# AMERICAN LEGION AUXILIARY

## Department of North Carolina



### PUBLIC RELATIONS

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Hello American Legion Auxiliary Department of North Carolina, as the Public Relations Chair I get many opportunities to “Advertise” the ALA. I got one such opportunity in October by participating in the First Annual North Carolina Legacy Run with the American Legion Riders. Over three days I was able to represent the ALA and be a huge part of the Legion Family. There were many other members of the ALA in attendance on the ride as well as during many stops. I was honored to take part in helping to honor Jerry Hedrick during the ride with Past Department President Marie Hedrick joining us at the VFW in Salisbury where over 100 riders were on site to help us provide the honor. Department President Julie Smith was also able to attend this stop, next one we are getting her on the bike. PDP & NEC Janice MacLeod was on two of the three days ride and even got to ride with ALR Chairman Jack Ward. We had two of our ALA gentlemen on this ride with us, Bobby Barker (NC) and Jim Althouse (VA). They both are strong representatives of how the ALA in part of the Legion Family. We also were joined by ALA members from the states of Washington, Missouri, Virginia, Maryland and Florida.

The three days of this ride reminded me of how we are more than the sum of the parts, individually we make a difference in the lives of veterans and their families but together we make a huge difference. The ride was a fundraiser for The Legacy Scholarship Fund. This is a scholarship available to the children of Post 9/11 fallen and fifty percent of higher disabled veterans. North Carolina's contribution was over \$23,000 and when combined with Maryland and Virginia we totaled over \$103,000. National Commander Bill Oxford and his wife Frances were on the ride to accept the donations. Pride in being a part of influencing the children of our veterans is always humbling. I personally spent 984 miles on a new bike and by the end I was very ready for a long rest but knowing those that have benefitted from the Legacy Scholarships have had a more difficult road than I pushes me to do it over and over again.

Public Relations this year have been a challenge in many ways but not all of them. Social media is a powerful tool as we have seen over the last few months. Please continue to promote your virtual events and keep safe.