

For Release November 3, 2014

## **West Tennessee Veterans Home, Inc.(WTVH) Launches Project 100**

The local advocate to obtain the resources to build a skilled nursing home that is needed for our local Veterans announces the launching of **Project 100**.

We are asking everyone to think about a Veteran's service to our country. Is the value of a Veteran's service to our country worth \$100? The answer is obvious – of course it is! It's actually priceless. This is why we decided to launch **Project 100**.

With **Project 100**, WTVH is providing everyone in the tri-county area an opportunity to help support this project by joining together and raising \$100 for every Veteran in their midst. Every organization of every kind, every employer and every entity in the tri-county area is being invited to participate in this endeavor.

There are over 71,000 Veterans living in Shelby, Fayette and Tipton counties. Besides those who are employed, most attend church and belong to some type of social, fraternal or military organization. If every type of entity in the tri-county area – from municipal governments to churches to the various organizations – were each to raise \$100 for every Veteran who may be in their midst, we could raise a substantial amount towards our local goal of \$23 million for the actual construction which is planned for 2017.

Since a Veteran can belong to more than one type of organization, if we can enlist support from the majority of such groups to join **Project 100** we feel confident we will go a long way to reach our goal. At the same time hundreds of local citizens will be able to take pride in knowing they directly helped to build this needed facility.

In recognition of those who are successful in this campaign, WTVH will list these names on our Honor Roll on our Facebook page and web site and present an appropriate certificate designating the recipient as a *Guardian Eagle*.

Every organization or entity with Veterans as members is encouraged to join **Project 100** and conduct an internal campaign to raise \$100 for each Veteran. In addition, we will encourage each organization or entity to challenge another similar organization or competitor to do likewise – and see who can reach the goal first. To participate simply notify us of your intent and we will provide you with marketing materials and assistance as needed.

You can visit and like us on our Facebook page (West Tennessee Veterans Home), visit us at our web site [www.veterans-home.com](http://www.veterans-home.com) or by writing us at P.O. Box 655, Cordova, TN 38088-0655. WTVH is a 501 (c) (3) organization and Holly Swogger, [hollys@veterans-home.com](mailto:hollys@veterans-home.com), is President of WTVH.

If an organization does not have any Veterans in its midst but still wants to participate simply let us know. Your organization will still be recognized and will receive your certificate which will reflect the number of Veterans you are honoring with each \$100 donation you can raise. Also, an organization can raise more than \$100 for each Veteran within their organization and their certificate will reflect the total number of Veterans being honored with each \$100 donation.

Last, but certainly not least, if an individual or family wishes to honor a particular Veteran with a \$100 donation, these contributions will also be recognized with an appropriate *Guardian Eagle* certificate.