

Veterans Launch Campaign to Combat Unprecedented Veteran Politicization and Division

NEW YORK, NY (November 2, 2017) – In response to unprecedented national division and the politicization of veterans and the military, Iraq and Afghanistan Veterans of America (IAVA) today launched a campaign to connect and empower veterans to unite all Americans this Veterans Month. The leading voice of the Post-9/11 generation of veterans announced “I March For”, a digital campaign to bring all Americans together to march for veterans and to highlight the bonds between all Americans through their connections to our nation’s veterans. “I March For” invites veterans, active duty service members, as well as all civilians, to march on the ground or virtually in honor of someone, or an issue personal to them. Reminding all Americans of the sacrifices made by service members of all generations, and the potential they represent as leaders in times of adversity, IAVA will bridge difficult divides in America and create a shared bond around our nation’s veterans.

“Every year nationwide, IAVA unites thousands of veterans and allies to recognize Veterans Day. This year, we wanted to ensure all Americans recognize Veterans Day and have an opportunity to march, in person or online, alongside veterans and in honor of an issue or person important to them. Veterans can bridge divides ripping apart our country. We can be the connective tissue to bring people together with trust and honor. That’s why we’re proud to launch Veterans Month and the “I March For” digital campaign, to connect and empower veterans to achieve the difficult task of uniting all Americans,” **said Paul Rieckhoff, Founder and CEO of IAVA.**

Learn more about the campaign and sign up online [here](#).

This innovative digital campaign is the start of a full month of IAVA-led activities and campaigns nationwide ranging from film partnerships to local town halls with elected officials to Twitter chats to West Point football games. We welcome all Americans to educate, activate and advocate with IAVA.

Two nights before Veterans Day, on November 9 in New York, IAVA will host our 11th [Annual Heroes Gala](#). Veterans of all generations from across America will gather as IAVA presents the 2016 Lifetime Achievement Award to **Robert McDonald**, former Secretary of Veterans Affairs. IAVA will award the Veterans Leadership Award to Medal of Honor recipient and retired Army Captain **Florent Groberg**. The 2016 IAVA Civilian Leadership Award will be presented to **Rosanne Haggerty**, President of Community Solutions and founding IAVA Board member. Special guests **Stephen Colbert**, **Meghan McCain** and **Willie Geist**, will join the uplifting evening full of laughs, entertainment, remembrance and excitement.

More information on the Heroes Gala can be found [here](#).