



## ***ADVISORY***

September 4, 2012

**Contact:** Steve Murray  
(850) 487-1533, Ext. 7714

### **Florida Department of Veterans' Affairs to Launch New Outreach Campaign**

**TALLAHASSEE, Fla.** – Concerned that Florida veterans are failing to access millions of dollars of benefits to which they are entitled, the Florida Department of Veterans' Affairs will launch a new outreach campaign Sept. 5. The new campaign is aimed at reaching veterans who have not accessed federal and state benefits and services that they have earned through their military service.

"We want our state's veterans to know we are the premier point of entry to access earned services, benefits and support," said Mike Prendergast, executive director of the Florida Department of Veterans' Affairs. "This multi-media initiative will boost our ability to locate and support our veterans, their families and survivors. We are redefining not only our look but our principles, thereby repositioning the department to better achieve our mission of advocating with purpose and passion for Florida's veterans."

A focus of the outreach strategy will be to better position the department to reach Vietnam veterans, Florida's largest veteran demographic; women veterans, who number more than 140,000; and younger, returning veterans, since more than 231,000 veterans of Operations Iraqi Freedom and Enduring Freedom call Florida home. FDVA will announce the new campaign in conjunction with a new brand, including logo, mission and vision statements for the department.

**What:** FDVA Outreach Campaign Launch

**Where:** Cabinet Meeting Room  
Florida State Capitol, Lower Level  
400 South Monroe Street  
Tallahassee, FL 32399

**When:** 1:00 p.m.  
Wednesday, Sept. 5, 2012

**Who:** FDVA Executive Director Mike Prendergast

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