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TO: National Executive Committee
Department and Chapter Commanders and Adjutants
All Employees

FROM: Barry A. Jesinoski, National Adjutant

DATE: July 2, 2024

SUBJECT: Terra Arma – Ascend Together Initiative – Cause Marketing Campaign

I'm pleased to announce that Terra Arma has chosen DAV this summer as the recipient of their Ascend Together Initiative, to help support our programs and services for veterans and their families.

Terra Arma is a service-disabled veteran-owned small business that is focused on developing high-quality apparel, while giving back to military-, veteran- and first responder-focused nonprofits. From July 1 to Sept. 30, 2024, Terra Arma will donate \$1 per purchase on their [website](#).

Thank you for helping us establish this positive relationship with Terra Arma and for all you do every day to support America's veterans.

Barry A. Jesinoski
National Adjutant

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