

Operation Gratitude launches its "March to a Million" campaign

Written by Ann Hamilton
Monday, 14 May 2012 12:44

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Van Nuys, CA--May 9, 2012 -- With hundreds of eager volunteers looking on at the California Army National Guard A



rmory this past Saturday, May 5, Operation Gratitude founder, Carolyn Blashek, announced the launch of "[March to a Million](#)" -- an historic new campaign highlighting the non-profit organization's journey to a once-deemed-impossible milestone: Sending one million individually-addressed care packages to deployed troops, military children, wounded warriors, veterans and emergency first responders.

"Every aspect of Operation Gratitude's work now and going forward is a step in the march toward sending the millionth package," explained Blashek. "Every volunteer hour, every dollar donated, every letter written, every scarf or survival bracelet made by hand, every item collected is in pursuit of our March to a Million packages," she said, adding, "We need your help to get there!"

As part of the March to a Million (M2M) campaign, Operation Gratitude, with assistance from the digital media firm, [Brand Knew](#), launched a comprehensive web refresh, including the

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organization's [main site](#) , [Facebook](#) , [YouTube](#) , [Pinterest](#) ,
and [Twitter](#)
(using the #March2aMill hashtag) sites.

"Social media is an incredibly powerful tool that allows every American, no matter where they live or how busy their schedules are, to be an important part of Operation Gratitude's historic March to a Million campaign," said Brand Knew CEO Zach Suchin. "The M2M campaign represents the best of the collective human spirit, and all of these social components enable this important initiative to live well beyond the confines of a single armory."

"And we truly are making history!" Blashek added. "No other military support organization has ever delivered as many personalized care packages to the Military Commu-



nity as Operation Gratitude," she said.

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Blashek also spoke about Operation Gratitude's special [Milestone Gifts](#) donated by corporate partners over the years. Exciting plans for the upcoming Millionth Care Package are already in the works. Companies wishing to participate as Sponsors of the campaign or as gift contributors should contact Carolyn Blashek: Carolyn@OperationGratitude.com

Every person who donates a minimum of \$15 to the March to a Million campaign will receive a special commemorative gift.

Blashek expects the Millionth Care Package to be sent by the end of 2013. Taking the organization several steps closer to that milestone, the Operation Gratitude volunteers assembled and shipped more than 8,000 care packages on Saturday, bringing the overall tally to 786,069 packages sent since 2003.

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About Operation Gratitude

Operation Gratitude annually sends 100,000+ care packages filled with snacks, entertainment items and personal letters of appreciation addressed to individually named U.S. Service Members deployed in harm's way, to their [children left behind](#), to [military families and veterans in financial distress](#) due to unemployment, to [emergency first responders](#) and to [Wounded Warriors](#) recuperating in transition units. The organization's mission is to lift morale, bring a smile to a service member's face and express to our Armed Forces the appreciation and support of the American people. Each package contains donated product valued at ~\$125 and costs the organization \$15 to assemble and ship. For safety and security, assembling of packages occurs at the Army National Guard armory in Van Nuys, California. Since its inception in 2003, Operation Gratitude volunteers have shipped more than 785,000 packages to American Military members and their children.