

# THE AMERICAN LEGION OF IOWA WALK FOR VETERANS AT THE IOWA STATE FAIR



Monday, August 14, 2017  
Veterans Day at the Iowa State Fair  
Veterans' Parade  
Staging time: 7:00 – 10:00 am  
Parade: 11:00 am



## Information & Registration Instructions

**Registration Deadline is July 23, 2017**

**Walk for Veterans:** Department Commander Ken Rochholz will lead American Legion family members and friends in an Awareness Walk for Veterans. The purpose of the walk is to raise public attention for important issues facing veterans and their families. We also want to raise awareness for The American Legion and our programs. Proceeds from Walk for Veterans will help support The American Legion, Department of Iowa, Service Office. Our Service Office assists veterans and their families in obtaining the VA benefits and compensation they have earned through military service.

The American Legion Walk for Veterans will be at the Veterans Parade at the Iowa State Fair on August 14, 2017, at the Iowa State Fairgrounds. The parade begins at 11:00 am and participants are asked to be in the staging area before 10:00 am.

Participants must register with The American Legion of Iowa before July 23, 2017. Registration fee is \$10.00. The cost of a Walk for Veterans shirt & commemorative pin is \$10.00. **All walk participants must wear The American Legion Walk for Veterans shirt and must pre-register.** All parade participants will receive free entry into the Iowa State Fair. Parking is not included.

**Veterans Parade Entries:** We know many of you already participate in the Veterans Day Parade at the Iowa State Fair. If your Post, Unit, Squadron, or Chapter is planning to enter a color guard, float, vehicle, trailer, motorcycle, or other entry; you may still put those entries in the parade. Follow the normal registration procedures with the Iowa Department of Veterans Affairs. If you would like to receive and wear the Walk for Veterans shirt and pin, you may also register with The American Legion of Iowa to receive those items. We encourage any American Legion family entry into the parade to also register as a walk participant to show our unity as an organization.

**Who should walk:** Members of The American Legion Family: The American Legion, the American Legion Auxiliary, and Sons of The American Legion are encouraged to participate. We also invite anyone to join us who supports veterans and The American Legion.

Invite those who benefit from the programs and services of The American Legion Family. American Legion Boys State and American Legion Auxiliary Girls State alumni, Oratorical Contest participants, American Legion Baseball teams, Junior Shooting Sports teams, 5th Grade Flag Essay participants, scholarship recipients, Boy Scouts and Cub Scouts, and any other youth groups supported by the programs of your Post, Unit or Squadron should be invited.

We encourage you to invite other members of your community. Fire departments, law enforcement, parks and recreation, little league, soccer teams, 4H, or any other community members who are supported by or provide support to American Legion Family programs should be encouraged to participate.

**Marketing our organization:** We would like to see a large turnout for the walk. Picture hundreds of people walking in the veterans' parade wearing matching yellow t-shirts, all united for The American Legion Family. Not only does it create awareness for our organization during the parade, but it provides us an opportunity to tell our story all day long at the Iowa State Fair. All day people will be seeing shirts with The American Legion name and emblem. All day they will be asking what all those yellow shirts are doing at the State Fair. Every time someone asks why we are there, it gives us an opportunity to tell the story of The American Legion family.

**Registration and Fees:** All participants must pre-register and must wear The American Legion Walk for Veterans shirt. Shirts purchased from previous year may be worn. The registration fee is \$10.00 for all participants. The cost for a Walk for Veterans shirt & pin is \$10.00. All parade participants will receive free entry into the Iowa State Fair. State Fair parking is not included.

**Registration Form:** Complete the registration form and submit with \$10.00 registration fee for each participant and \$10.00 for each shirt purchase to: **The American Legion of Iowa, 720 Lyon Street, Des Moines, IA 50309**. Registration fee may be paid by check or credit card. Please do not send cash in the mail.

**Online Registration:** Register and pay online at [www.ialegion.org/walkforveterans.htm](http://www.ialegion.org/walkforveterans.htm). Begin by completing the online registration form. Once complete, print a copy for your records and submit form by email. Next complete payment information on our PayPal website. Online registrants may pay by credit card, debit card or PayPal account. You must complete and submit both the online form and payment to be registered for the walk.

**Packet Delivery:** Walk packets will be available for pickup at The American Legion of Iowa Department Convention or the Department office. Packets not picked up will be mailed to participants at the end of July. Packets will include day of walk information and shirt & pin orders.

**Registration Forms, Information and Updates:** Information, instructions, forms, and online registration are available on our website or by request from the Department office. For more information please contact The American Legion of Iowa by phone at 800-365-8387, by email at [kate@ialegion.org](mailto:kate@ialegion.org) or view online at [www.ialegion.org/walkforveterans.htm](http://www.ialegion.org/walkforveterans.htm).