

# ADDISON kaboomtown!



## ***Addison Businesses are Reporting for Duty through Silver for Service: July 2-26, 2010***

The Town of Addison is celebrating the 25<sup>th</sup> anniversary of Kaboom Town with our largest community service project ever -- Silver for Service! The Silver for Service campaign will benefit USO Dallas/Fort Worth and honors the men and women who serve in our armed forces. USO Dallas/Fort Worth depends on the generosity of the North Texas community to provide superior service to our service men and women. We are partnering with Albertsons, Big Thought and SLANT 45 (North Texas Super Bowl XLV) to support Silver for Service through three different projects throughout the month of July and we need your help. These projects include:

1. **Collecting Quarters:** The current economy has everyone tightening their financial belts; however, who doesn't have a quarter to spare? Quarters will be collected at various locations throughout the Town of Addison and DFW area including DFW Albertsons.

**How you can help:** Place a donation canister in your business. Leave it in your lobby or employee break room. Conduct a challenge among your wait staff or employees to see who can collect the most quarters. Donation canisters can be dropped off at the Addison Service Center at the end of the program or when canisters are full. **Submit the attached Reporting for Duty Form to request a donation canister.**

2. **Serving our Service Members:** Feed a plane full of hungry troops before they depart to active duty!

**How you can help:** Donate lunch (or cash equivalent) for 200 service members on one of the selected serving dates **OR** coordinate 10-15 volunteers to help serve lunch during one of the selected serving dates. Don't have the budget for a luncheon? Treats like cupcakes and cookies are a hit, too (everything must be store-bought). **Submit the attached Reporting for Duty Form to schedule a donation and/or a time to serve.**



3. **United Through Reading New Children's Book Drive:** While departing troops are waiting for their flight, they are encouraged to visit the USO's *United Through Reading* Room. The Reading Room contains a library of children's books where the troops can select a book for each of their children. USO Volunteers record the troops reading the books and when they are finished the DVD and book are shipped home to the children. Kids love this opportunity to see and hear their parent's voice and read the book along with them.

**How you can help:** Place a children's book collection bin in your business. USO staff will coordinate book pick-up details. **Submit the attached Reporting for Duty Form to request a collection bin.**



Thank you in advance for supporting Addison's largest community service project and for supporting the service members whose lives are touched by USO Dallas/Fort Worth. Once you decide which projects you would like to participate in, **please fill out the attached Reporting for Duty Form** and submit it to the contact information on the form.

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## SILVER FOR SERVICE PARTNERS



**ABOUT ADDISON KABOOM TOWN** - Kaboom Town! is a perennial part of every top national fireworks display list. The spectacular show was again named one of the top 10 fireworks displays in the country by the American Pyrotechnics Association in 2009. *USA Today* has repeatedly named it as one of the top 10 shows in the U.S.A. (most recently in 2009) and in 1999 it was rated as one of the top 25 shows in the country by the *Wall Street Journal*. Publications around the world, including *Travel + Leisure*, regularly laud and recommend Kaboom Town! as an amazing experience.



Until Every One Comes Home®

**ABOUT USO DALLAS/FORT WORTH** - The USO offers a variety of programs and services that support the morale, welfare, social and entertainment needs of American service men and women and their families. Since opening their doors on June 14, 2004, USO Dallas/Fort Worth has welcomed more than 835,000 patrons to their center as they passed through DFW Airport. Many of their guests are troops coming from, or returning to, duties while serving in Operations Iraqi Freedom and Enduring Freedom (Afghanistan). DFW Airport is one of only two U.S. airport locations accommodating the Army's Rest and Recuperation (R&R) program.



**ABOUT SLANT 45** - The North Texas Super Bowl XLV Host Committee has partnered with Big Thought to ensure that the Super Bowl benefits North Texas' youngest citizens. SLANT 45: Service Learning Adventures in North Texas is an historic service learning education program that offers profound challenges and rewards to its young participants. An estimated 20,000 elementary-age students will log a combined 45,000 hours in 112 cities across North Texas that will change the face of the region for generations. These exceptional youngsters, representing all socio-economic and cultural backgrounds and every corner of North Texas, will undertake projects large and small.



**ABOUT ALBERTSONS** - At the heart of Albertson's charitable giving is the idea that being a good corporate citizen is an ongoing responsibility. By helping to create stronger communities, we enhance the quality of life for customers and associates. As a neighbor to our customers in hundreds of communities throughout the Western United States, we know that being a good neighbor means also providing for our customers beyond our store's walls.