



**From: DPCC Regional Media Office**  
**To: Senate Communications Directors**  
**Re: VOW to Hire Heroes Act of 2011**

- **Policy** – After serving our country honorably, all veterans deserve the chance to earn a paycheck and support their families. Unfortunately, the unemployment rate for veterans remains stubbornly high. This is especially true for recent veterans of the Iraq and Afghanistan conflict, whose unemployment rate has risen to 12.1%. To reverse this troubling trend, the Senate will be voting on the *VOW to Hire Heroes Act of 2011* next week.

The bill would offer tax credits to companies for hiring veterans and would ensure that veterans get the job training skills they need to find gainful employment.

More detailed information and a sample press release can be found [HERE](#).

- **Event Execution** – A member could hold a press event at either a company that has historically made a push to hire veterans (Senator Patty Murray did an [event](#) at Amazon in Seattle to promote the *Hiring Heroes Act*), or at a veteran’s hall, or other appropriate veteran’s facility. Invitees should include local unemployed veterans who would benefit from these job-creating proposals as well as members of the local business community.
- **Resources -**  
State-by-State Veterans Statistics for 2010 [HERE](#)  
County-by-County Veterans Statistics for 2010 [HERE](#)  
State-by-state statistics on veteran’s homeless can be found [HERE](#)  
WH Fact Sheet on Veterans Unemployment [HERE](#)
- **Sample Press Release Headline - WITH UNEMPLOYMENT AMONG [X STATE] VETS AT [X PERCENT], [SENATOR X] ANNOUNCES SUPPORT FOR BILL TO PUT VETERANS BACK TO WORK**

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