

**Suggested On-air Content for Broadcast Talent**  
**May 1 – 31, 2014 | [www.VeteransMatter.org](http://www.VeteransMatter.org)**

A small, non-profit program called Veterans Matter has one mission, and one mission only:  
To house as many homeless veterans as possible, as fast as possible.

And they're getting a leg up from the celebrity community to help make safe, permanent housing a reality for some 57,000 veterans living in shelters and on the streets of our nation.  
Join the campaign to house 1,000 veterans as fast as possible.

Text "VETS" to 4-1-4-4-4.

100% of contributions goes to the program.

For more information, visit [VeteransMatter.org](http://VeteransMatter.org).

Celebrities supporting include: Kid Rock, Kix Brooks, Dusty Hill (ZZ Top), John Fogerty (Creedence Clearwater), John Mellencamp, Darius Rucker, Darryl Worley, Heart, Stevie Nicks, Emerson Drive, Jennifer Nettles (Sugarland), Natalie Stovall and The Drive as well as author Mitch Albom.

Celebrities are voicing public service announcements that encourage us to help take care of our own. Help house 1,000 veterans as fast as possible. Text "VETS" to 4-1-4-4-4. Donate any amount and 100% of contributions go to the program.

Veterans Matter works with the local V.A. (Veterans Health Administration) and HUD (US Department of Housing and Urban Development) to provide safe, permanent housing by covering rental deposits homeless veterans are unable to afford. Once housed, services are lined up to help veterans recapture their lives and return to domestic autonomy.

Today we are pledging to make a life-changing difference to a veteran in great need. Please join us. Text "VETS" to 4-1-4-4-4 and together we will help homeless veterans get off the streets and in to safe, permanent housing. Text "VETS" to 4-1-4-4-4 and help take care of our own.

Tonight there are over 57,000 veterans sleeping in shelters and on the streets of our nation. Permanent, supportive housing is available for thousands of them-- but they can't move-in without one critical step: paying the rental deposit, which averages 750 dollars. That's where Veterans Matter comes in. To help bridge the gap and secure housing immediately by covering the rental deposit. Once veterans become housed, services are lined up to help them recapture their lives and return to domestic autonomy.

Make a pledge to help by texting "VETS" to 4-1-4-4-4.

Veterans Matter is a small support organization that helps house veterans very quickly, very efficiently, one at a time, in cooperation with the V.A. and HUD VASH social workers. Visit [VeteransMatter.org](http://VeteransMatter.org) and pledge your support right now by texting "VETS" to 4-1-4-4-4.

Veterans Matter Founder Ken Leslie says, "All of what we are being able to do is the result of everyday Americans doing what they can, because they can." Amazing things like:

- The idea for Veterans Matter was created overnight, funded by a foundation in 7 days, and housed its first veteran family three days later. 11 days from idea to execution.
- A friend with a software company designed Veterans Matter's cloud based online referral system in a week.
- Dusty Hill of ZZ Top helped raise \$50,000 in a few weeks for Houston vets, just because he felt it was the least he could do.
- Production companies are creating exceptional content free of charge, to help explain our mission.
- A friend-of-a-friend volunteered for Veterans Matter and secured support from Kix Brooks, and then introduced the organization to Cumulus Media
- And today, Cumulus Media stations all across the country are airing Veterans Matter PSAs because we want to help, and because we believe our listeners will want to help too.

Pledge your support and help house 1,000 veterans as fast as possible.

Text VETS to 4-1-4-4-4.

We thank you.

TALENT: To schedule an interview with Ken Leslie, Founder of Veterans Matter, please email [ken@1matters.org](mailto:ken@1matters.org).

***To receive social updates, please "Like" Veterans Matter on Facebook.***

**Veterans Matter Contacts:**

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***We are deeply grateful for your support. Thank you.***