

July 20, 2011

Dryhootch of America, Inc. Weekly Newsletter

"Helping those who survived the war, survive the peace"

Outstanding Dryhootch Volunteer

Annie Almasi takes Dryhootch PR to a new level!

Annie Almasi got involved with Dryhootch in September 2010, as part of a group project with Future Milwaukee. Future Milwaukee is a community leadership development program affiliated with Marquette University's College of Professional Studies. Annie and her Future Milwaukee group (including Heather Wurth, Mitch Bartel, and Clover Barnes) raised \$2,000 for Dryhootch in a matter of a few months. They also obtained much-needed PR for us and started the initial planning for our Veterans Over Age 60 group.

After the project was over, Annie continued to offer Dryhootch her time and PR/marketing expertise by helping with press releases and obtaining media coverage through NBC and 103.7 KISS FM for our Comics for Courage comedy show and our Waukesha Warrior Summit. She also coordinated the videographer for our "Minute to Win It" demo tape. Annie's volunteer contribution to us has been invaluable.

Annie is the owner of Almasi Media, a marketing communications firm in Milwaukee. You can find out more about her work at www.almasimedia.com or on Facebook.

Check out next week's newsletter as we will feature another outstanding Dryhootch volunteer!

Dryhootch is a 501(c)3 nonprofit organization that provides veterans and their families with a stable, substance-free environment where they can gather, grow, and enhance their post-service life experience.