

Dear VFW Leaders,

On February 14, a new movie called "VFW" will hit theatres nationwide.

The movie's plot is fictitious; a teenage girl runs into a VFW Post's canteen with a bag of stolen drugs. Suddenly under attack from a gang of punk mutants looking to get back what's theirs - at any cost - a group of veterans use every weapon they can put together to protect the girl, and their VFW Post.

The VFW agreed to its marks being used in this production based on the agreement that the production would:

- \* Portray America's veterans as heroic.
- \* Emphasize their inherent, enduring commitment to serve.
- \* Weave a story that positions veterans as resilient, vital and relevant to culture and society.

The movie looks gritty and is very much an "action flick." But the veterans in the movie are portrayed as protectors of the weak ... defenders of those who have suffered injustice ... the good guys.

Yes, it's over the top and extreme - but so are movies like Rambo, Die Hard, etc. which position veterans/officers of the law as the heroes. Viewers aren't going into this movie expecting a documentary or a gentle coming of age story. It's billed as science fiction, action and fantasy in review online. Over the top action and scenes are going to be expected.

This production has been created for a very niche audience, and thus far, those familiar with the genre like it. In fact, it's receiving great reviews. <https://www.rottentomatoes.com/m/vfw>

While the Post canteen scene conflicts with the dynamics of our modern-day establishments and changing culture, this production has offered our name a unique means of reaching an uncommon audience with an overall positive portrayal of our members.

Respectfully,

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