



## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

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## **The American Legion Awards List Services Fundraising List Brokerage & List Management**

*(Naples, FL) List Services Fundraising*

List Services Fundraising has been selected as the list broker and manager for The American Legion's non-member donor program.

Based in Indianapolis, The American Legion, the nation's largest veterans organization, is devoted to our service members and veterans, promotes a strong national security, advocates patriotism and honor, and is committed to mentoring and sponsorship of youth programs in our communities.

Jennifer Smith, President of List Services Fundraising said, "The American Legion is not only the largest veterans service organization in the nation, but probably the most well-known. They have terrific brand-name awareness within almost every community across the country. We're looking forward to helping them maximize citizen support for the wide-range of veterans and community service projects they deliver."

The American Legion's non-member file is now available to other non-profits—for the first time ever—on rental and exchange. The datacard can be found at [www.nonprofit-lists.com](http://www.nonprofit-lists.com).

This file is a mix of premium and non-premium responsive donors who support The American Legion's efforts to strengthen the nation's grass-roots heritage through local programs and activities.

Non-member donors to The American Legion are proud Americans who support a number of causes including veterans affairs, community service, advocacy, seniors issues, social services and more.

Edge Direct, the agency division of Barton Cotton, is the new agency of record for The American Legion.

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**About List Services Fundraising** List Services Fundraising is the nation's high-impact, low-risk provider of non-profit acquisition solutions; enabling non-profits of all sizes to maximize results from their prospecting investment. List Services specializes in list brokerage, management, fulfillment, data processing and enhanced analytics for both national and regional non-profits. A division of List Services Corporation of Bethel, CT, List Services Fundraising is based in Naples, FL with a regional office in Annapolis, MD. For more information, contact List Services Fundraising at 888-393-LIST or visit [www.nonprofit-lists.com](http://www.nonprofit-lists.com).