



Veterans Day 2018

OVERVIEW

There are more than 20 million living veterans in the United States. On Veterans Day, we celebrate these men and women – both for the service that unites them and the stories that make each of their military experiences unique. And because they put their heart into it for our nation, we give them our heart back in appreciation and celebration.

This Veterans Day, USAA is encouraging Americans to honor through action – in small and large ways. One simple way is outlined below:

- **V is for Veterans:** Celebrate veterans by drawing a V on your hand and the initials of a veteran you'd like to recognize. Follow these three steps:
 - Draw a V on your hand and the initial of a veteran you'd like to celebrate.
 - Snap a selfie – or have someone shoot the photo – showing your hand with the V.
 - Share the photo on your social channels tagging #HonorThroughAction with a message of appreciation for our veterans.

There are many other ways to celebrate and support our veterans. To explore more about Veterans Day and how you can participate, visit www.usaa.com/veteransday.

SAMPLE SOCIAL POSTS

