

## USA Today Follows Up On Freedom Girls' Fight To Save The Patriot Bond

*Nationwide Attention Focuses On Trio's Efforts To Reignite American Patriotism*

FOR IMMEDIATE RELEASE

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[http://www.usatoday.com/money/perfi/bonds/2003-09-08-bonds-cover\\_x.htm](http://www.usatoday.com/money/perfi/bonds/2003-09-08-bonds-cover_x.htm)

Patriotism initiated action as lovers of freedom around the world responded to the events of September 11, 2001.

In an overwhelming outpouring of support for victims and their families, and the United States of America, a trio composed of a grandmother, mother and six-year old rose to the forefront and into the attention of a popular national publication - USA Today - as a result of their individual efforts to preserve one element of America that directly supports the United States - the Patriot Bond.

"We were thrilled to be contacted by such a well-known and well-respected publication," stated Susan Dale. "To receive this attention after our dedication to the cause of Patriot Bonds and our efforts to preserve the marketing department provides us with a wonderful feeling."

In July, 1944, the face of a young child suited by her mother in a patriotic outfit came to represent, for thousands of Americans seeking a way to demonstrate support for American troops fighting the war, the War Bond. That face was the face of Dale's mother at age six and was published on the cover of Popular Photography magazine and on posters everywhere.

Now her mother stands next to her and her daughter, 58 years later, to form the Freedom Girls. The threesome have been diligently pursuing their goal of raising awareness of Patriot Bonds and the pending dissolution of the marketing department's traditional marketing efforts, spending thousands in personal funds.

While their activities have included standing on street corners in the closest big city, Tulsa, they have spent countless hours contacting media directly and approaching wire services to provide assistance.

Stories about the Freedom Girls' work have been featured in newspapers, magazines, on TV and radio stations around the country, including on Fox, in Tulsa World, in Oklahoma Women and on KMRG Radio.

"USA Today is read by millions of people," added Dale. "We recognized some time ago that we needed the help of a professional organization and sought out several press release services."

"Because Eworldwire Press Release services believed in our cause and wanted to help us reach the media that could help us spread the word, they provided assistance with developing our press release and disseminated it for free - we believe it is as direct result of their work that resulted in this contact with USA Today."

As the October 1 deadline looms ever nearer, Dale and her family continue their drive to make people aware of the impact of this date: the marketing department that services and promotes the purchase of Patriot Bonds will be limiting its marketing to online promotion only. Promotion will no longer be initiated through Public Service advertisements or through the national network of volunteer committees.

"Anyone who's familiar with marketing knows how critical it is to use a variety of methods to reach a target market," said Dale. "If the marketing is limited to online activity, how can the general public, many of which are not using computers or may not have ready access to the internet, be expected to find out about the program?"

Public servants in Congress can address this issue yet have taken the position that the Savings Bond program is no longer viable as a means to raise capital for the government.

"As long as Americans want to express their patriotism and belief in our government, they should be provided with a means to do so," continued Dale. "In addition to displaying support in the form of flags around the country, people need an affordable, concrete way to support our efforts at home and around

the world."

"Patriot bonds are a simple and effective way to do that."

Statistics reflect a continued downward trend in the accounting of bonds as part of the Public Debt from 26% after WWII to the current 3%.

The current Treasury cost model shows that for every \$1 billion borrowed throughout Series EE (Patriot Bonds) and Series I saving Bonds, \$17 million is saved in comparison to costs associated with marketable securities. President Bush is asking congress to approve an \$80 billion dollar proposal to support the War Against Terror. If the common American invested in The Savings Bond program, Americans would save \$1,204,000,000.00.

"The leaders of our great nation continue to tell us the danger is not over," concluded Dale.  
"The strength of our nation lies in our ability to confront that danger."

"Patriot Bonds represent our strength and willingness to continue the fight."

Interviews of the Freedom Girls are available by calling Susan Dale at 918-296-0944 or emailing [susan@usfreedombonds.com](mailto:susan@usfreedombonds.com). Additional photos may be viewed at [www.usfreedombonds.com](http://www.usfreedombonds.com).

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