**Holiday Greeting |   
Memorial Day – LPL**

*Must be used with your Advertising Review Team approved letterhead or email signature.*

LPL Compliance Approval # 1-05362099

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# [Subject line] Remembering the Cost of Freedom this Memorial Day

“This is the day we pay homage to all those who didn’t come home. This is not Veterans Day, it’s not a celebration, it is a day of solemn contemplation over the cost of freedom,” says writer and photographer Tamra Bolton.1

Memorial Day was first known as Decoration Day. It came to be observed after World War I in order to honor all the brave soldiers who died in U.S. wars. And since 1971, it’s been observed the last Monday of May with parades, services, speeches and laying wreaths and flags upon the gravestones of veterans.2

On a day that’s come to be known as a day off to have a good time, *Good Housekeeping* offers ideas on how to memorialize the true meaning of the day:3

* Help build a home for a veteran.
* Support a veteran-owned business.
* Listen to veteran’s stories.
* Donate to causes that help families of fallen soldiers. Some ideas include Tragedy Assistance Program for Survivors (TAPS) and the Children of Fallen Patriots Foundation.
* Take a moment of silence.

We wish you a day of honoring all those fallen heroes this Memorial Day.

Sources:

1 <https://www.countryliving.com/life/g4398/memorial-day-quotes/>

2 <https://www.britannica.com/topic/Memorial-Day>

3 <https://www.goodhousekeeping.com/holidays/g27455860/memorial-day-activities/>

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