



**FOR INFORMATION:**  
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## FACT SHEET

### THE OPERATION:

Founded by a military reserve officer who has first-hand experience on the frontlines in the War on Terror, **Troops Need You is a non-profit organization designed to better equip American soldiers for success in Iraq, Afghanistan, and beyond.**

**Troops Need You mobilizes average Americans here at home into a powerful groundforce that provides our soldiers with the specific tools they need to win over the Iraqi and Afghan people, win the war, and win a quick return home to their loved ones.**

### THE BATTLE PLAN:

The *Troops Need You* strategy to equip our soldiers for success is two-fold:

- ★ **From Combat to Community**—When frontline soldiers are able to invest in community in Iraq and Afghanistan, the locals react with loyalty and trust in America's efforts to help them stand on their own two feet. **Troops Need You equips soldiers with locally-appropriate community supplies—generators, water purification systems, school books, even soccer equipment—that enable are troops to gain trust and persuade the local people to stand up so our troops can stand down and come home... victorious!**
- ★ **From Earmarks to Landmark Reforms**—*Troops Need You* founder Major Eric Egland gained national attention when he blew the whistle on how some members of Congress undermine the war effort and jeopardize our troops by trading wartime earmarks for political money. **Troops Need You is actively involved in wartime funding reforms and acquisition innovation at the highest levels in Washington D.C. to give troops the resources they really need to win today's wars—and be prepared for tomorrow's challenges.**

It is a strategy that is proven to work!

*"Troops Need You played a critical role in winning the hearts and minds of the population thus improving security. Here is one example; many Iraqis relied on the polluted Euphrates River and wanted clean water. Troops Need You delivered \$15,000 worth of water purifiers, one for nearly every family in the village of Khafijiyah—an innovative solution that helped us succeed in Iraq."*

~Lieutenant Brandon Harding, 1<sup>st</sup> Battalion, 3<sup>rd</sup> Regiment, USMC

### THE COMMANDER:

**Major Eric Egland** is a **soldier** in the War on Terror and serves as a **counter-terrorism consultant to the Department of Defense**. Egland founded *Troops Need You* in 2007, after receiving overwhelming response from fellow soldiers, military leaders, lawmakers, and average American citizens to his self-published book, *The Troops Need You, America!* In his book, he lays out a 6-step strategy that Americans can activate from their own living rooms to help our troops win in Iraq and Afghanistan.

*"I have been with U.S. soldiers and Marines throughout Iraq and Afghanistan and have seen the need for more goods and resources to help win over the locals. I have also been with countless Americans who hunger to do more to help our troops than simply send care packages and buy bumper stickers. Troops Need You is a powerful bridge between Americans who want to do more to support the troops and our troops who need all the support they can get."* ~Major Eric Egland

Currently located at Ft. Leavenworth, Kansas, Major Egland will redeploy to Iraq in November 2008.

### OPERATION HEADQUARTERS:

The living rooms of America and the frontlines of Iraq and Afghanistan. U.S. citizens and frontline troops are connecting through [www.TroopsNeedYou.com](http://www.TroopsNeedYou.com) to identify and meet the specific needs of our soldiers and the distant communities where they are deployed.

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