

## PRESS RELEASE

**Date:** May 1, 2011

**From:** Denise Etter, Project Coordinator - Retire Your Unserviceable Old Glory  
Retire Your Old Glory, LLC

**Summary:** Retire Your Unserviceable Old Glory

All American flags, respectfully known as "Old Glory", should be retired in a dignified and respectful manner when they are no longer a fitting emblem for display and replaced with a new flag. (US Code Title 4 Chapter 1-The Flag)

The *flag code* describes in complete and specific detail on how and when to fly the flag and when and how to properly dispose of an unserviceable flag.

Retire Your Unserviceable Old Glory is campaign being introduced into communities that will provide patriotic collection bins in prime locations for tattered, faded and torn American flags to be deposited. The old American flags that are collected will be retired ceremoniously in a dignified and respectful manner by members from the American Legion, Veterans of Foreign Wars, The Boy Scouts of America and Girl Scouts.

Collecting old flags is not a new idea but the Retire Your Unserviceable Old Glory campaign is about placing patriotic bins in common, convenient locations for citizens to retire their old flags. The focus of the Old Glory campaign is to place bins in high traffic areas like municipal buildings, schools, banks and post offices. (See attached flyer)

The idea for the bin in Cranberry came from simply recognizing there was a need for a local location to retire old flags. My husband, a proud Army veteran, follows the American flag code at our home and there have been occasions when we have visited local businesses and neighbors to tell them it was time to retire their old flag and replace it with a new one. Usually with every visit it became more apparent that individuals did not know how or where to properly dispose of their old flag. As we collected the flags at home we thought that there should be a convenient place locally where residents of Cranberry Township could retire their old flags. So the patriotic bin was designed for individuals to retire their unserviceable "Old Glory".

Residents will now have a place to deposit their old American flags. Cranberry Township is the first municipality to welcome the Retire Your Old Glory project. The bin will be available daily at the Municipal Building and public notices will be posted around the national holidays like Memorial Day, Flag Day, 4<sup>th</sup> of July, Labor Day and Veteran's Day to remind the general public on where to deposit their old tattered/faded flags.

We are taking steps to expand the project into other communities. Municipal buildings were chosen as the first sites because of the large number of people who visit the buildings for a wide range of services and that municipal newsletters and websites can reach everyone in the community, letting them know the Old Glory bin is available.

To move the campaign forward, sponsors are needed to purchase the bins with the patriotic graphics and message. The bins will then be readied for placement in prime community locations. Public notices can be posted around the national holidays like Memorial Day, Flag Day, 4<sup>th</sup> of July, Labor Day and Veteran's Day to inform the general public where to deposit their old tattered/faded flags.

The official start date was May 2011 in the Pittsburgh and Erie, PA areas.

Individuals, companies, special events or municipalities interested in participating in the campaign can make contact through the website [www.retireyouroldglory.com](http://www.retireyouroldglory.com) and/or the email address: [retireyouroldglory@gmail.com](mailto:retireyouroldglory@gmail.com).

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