



## **Heartillery Group Launches Operation Can-Do to Empower Families to Join the Fight Against COVID-19 with Those Who Serve**

*This national initiative, designed to lift the morale of US military personnel on deployment during this unprecedented crisis, is ideally suited for parents seeking a meaningful, creative, and patriotic activity for their homebound children.*

Ponte Vedra, FL, April 13, 2020 - Heartillery Group is excited to announce Operation Can-Do, a project with the goal of distributing 500,000 cards and letters of love and appreciation now through June 30, 2020 to US service personnel deployed in the USA and around the world.

Deployment - under the best of circumstances - is challenging. Today's CORONA situation has exponentially increased stress and loneliness among many military personnel mobilized here in the US to fight COVID-19, as well as those abroad, away from family and friends. At the same time, housebound families are looking for boredom-busting, hands-on, and inspirational activities to do together during this period of social distancing. Operation Can-Do seamlessly and safely connects those who need support with those who want to give it during this worldwide public health crisis.

It is fun and easy to join Operation Can-Do. Families are asked to create as many homemade cards and letters as they can from items including colored paper, pens, crayons, stickers, paint, and other arts and crafts materials. Each card should be signed, include an uplifting message, use a generic salutation such as "Dear Service Member," and placed in a blank, unsealed envelope. Once a family's notes are completed, package and mail them as a group to: *Heartillery Group, P.O. Box 2649, Ponte Vedra, FL 32004*. Heartillery Group will make sure that every card gets into the hands of a hero quickly and safely.

According to the CDC, the WHO, and the US Surgeon General, there is currently no evidence that COVID-19 can be spread through the mail. Out of an abundance of caution, Heartillery Group asks that Operation Can-Do participants follow common sense hygiene procedures, wash their hands frequently, use gloves if possible, and use a disinfectant to clean card making materials before and after usage. Please allow all homemade cards and their envelopes to sit untouched for at least 1 day before mailing them to Heartillery Group.

According to Emily Spencer, Founder and Executive Director of Heartillery Group, *"My team and I are at the ready to distribute your notes of support and gratitude to those who are serving our great country. Imagine the impact of half a million surprise goodwill greetings! Working together, we can lift the morale of so many active duty military personnel who are away from loved ones during this really scary time. Our organization knows from experience how much it means to them to have them in our thoughts - as well as how empowering it is for those of us on the home front to focus on doing good for others."*

### **About Heartillery Group:**

Heartillery Group's mission is to show love and gratitude in simple ways to those who serve. The organization works with schools, churches, seniors, veteran's organizations, corporations and businesses, and other caring communities to collect, assemble, and mail care packages and greeting cards to US military personnel deployed across the globe. Heartillery Group, a registered 501(c)(3) organization, has sent nearly four million cards and 6,000 care packages to service personnel overseas since its inception in 2013.

Heartillery Group was created by Emily Spencer, whose husband Scott was deployed to Afghanistan six months after their wedding. What began as a simple family act of support and connection has blossomed into an ongoing global campaign with the goal of ensuring no service member feels lonely or unappreciated. Today, Spencer oversees all aspects of Heartillery Group, including logistics, fundraising, communications, and execution. Please like and follow Heartillery Group on [Facebook](#), [Twitter](#), and [Instagram](#).

See [www.heartillerygroup.org](http://www.heartillerygroup.org) for more information on Heartillery Group and Operation Can-Do. Please consider donating to Heartillery Group's \$100,000 GoFundMe campaign; all monies raised will be used to defray and fund operational, material, and mailing expenses associated with Operation Can-Do and other urgent global initiatives. [Click here to make a gift today.](#)

### **Heartillery Group Contact:**

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### **Captions:**

- Emily Spencer - *Emily Spencer, Founder and Executive Director, Heartillery Group*
- Operation Can Do Logo - *Operation Can-Do project logo*
- card examples- *heartfelt messages from children to our servicemen and women*
- kids making cards - *making cards is a great stay at home activity for kids of all ages*