

# NEWS

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**FOR IMMEDIATE RELEASE**

## Marketing Strategist David Meerman Scott assisting USA Cares program

Share A Minute helping military families one minute at a time

**RADCLIFF, KY** Online thought leadership and viral marketing strategist [David Meerman Scott](#), bestselling author of [“The New Rules of Marketing & PR.”](#) has agreed to support [USA Cares](#), the premier source of granted assistance for military families in the United States, and its fundraiser [Share A Minute](#) by giving advice for their marketing efforts.

“I teach entrepreneurs and organizations how to harness the power of the Web for success,” Scott said. “I really like the USA Cares programs to help families of service men and women and I wanted to help. Considering my expertise, I thought that advice on the use of the Web would be worthwhile to USA Cares and the families they serve.”

Scott has appeared on “FOX Business” and “MSNBC Your Business” as well as in many notable publications including “The Wall Street Journal” and “The Washington Post.”



David Meerman Scott

University of Virginia student and USA Cares volunteer Alex Cortes is running the viral marketing campaign for Share A Minute. He said he’s looking forward to working with Scott. “I believe young people are yearning to help out our servicemen and women. All we have to do is let them know how they can. David’s expertise in the field of viral marketing will be of great help in effectively reaching out to this mass audience.”

“America is facing a growing perfect storm that threatens our military families. It’s the invisible wounds of war, like post traumatic stress disorder and traumatic brain injury, home foreclosures, and the challenging economy compounded by multiple deployments that is unlike anything we have seen before,” [USA Cares](#) founder Roger Stradley said.

[Share A Minute](#) will raise funds to assist [USA Cares](#) and its goal: asking Americans to donate \$25.00 to represent one minute of a Soldier, Sailor, Airman or Marine’s full 525,000-minute annual tour of duty. Those minutes quickly add up to create hardships for soldiers and their families during deployment or when they return, and it costs [USA Cares](#) \$25.00 a minute to help these families ease the burden of being separated.

[USA Cares](#) welcomed the chance to hear from Scott in its efforts to spread the word about [Share A Minute](#) online.

“Today people turn first to the Web to find answers to their problems and to research potential solutions,” Scott said. “I hope that some of my ideas will help make it easier for families to find the help they need through the good work of USA Cares.”

“David Meerman Scott is a well-known expert in viral online marketing, and we’re honored that he’s willing to give us some advice,” Stradley said.

Scott joins other [Share A Minute](#) supporters, including [Dennis Miller](#), comedian and radio show host; [Mike “Titan” O’Hearn](#), a four-time Mr. Universe and actor; [Bryan Anderson](#), an Iraq War veteran and Purple Heart recipient; and Michelle Fournier, a Army reservist who has served tours in Iraq and is preparing for another deployment.

Stradley said there is no doubt that Americans will help by donating. “Our nation has a level of compassion that is unmatched in the world.”

[USA Cares](#) currently receives more than 100 new requests for assistance a week. Dedicated staff and volunteers work through every one of them, one at a time, with the determination and commitment to quickly resolve the issues and allow the military families to receive the assistance needed. “[USA Cares](#) is out there actually providing financial assistance to solve these problems – we’re not just talking about them,” [USA Cares](#) Executive Director Bill Nelson said.

To share a minute, go to <http://www.usacares.org/> and click on the [Share A Minute](#) logo or call 1-800-773-0387 for more information.

### **About [USA Cares](#) and [Share A Minute](#)**

[USA Cares](#) is a nonprofit 501(c)(3) organization that helps military families bear the burdens of service with financial and advocacy support. Its mission: to assist wounded warriors and their families, to prevent home foreclosures and evictions and to help with basic needs during financial crisis. [Share A Minute](#) asks Americans to donate \$25 to represent one minute of a Soldier, Sailor, Airman or Marine’s full 525,000 minute tour of duty. In 2007 [USA Cares](#) helped 98 wounded service members; saved 192 homes from foreclosure or families from eviction in partnership with The Homeowners Preservation Foundation; and provided 4,146 requests with other forms of assistance. Families anywhere in America can apply for assistance through the USA Cares web site, <http://www.usacares.org/>, or by calling 1-800-773-0387. For more information on [USA Cares](#) contact [jrevell@usacares.org](mailto:jrevell@usacares.org).

### **About [David Meerman Scott](#)**

[David Meerman Scott](#) is a bestselling author and an online thought leadership and viral marketing strategist. The programs he has developed have won numerous awards and are responsible for selling over one billion dollars in products and services worldwide. He is the author of the number one best selling PR and marketing book “[The New Rules of Marketing and PR: How to use news releases, blogs, viral marketing and online media to reach buyers directly](#),” which was named by BNET (the management and strategy site run by CNET Networks) as one of the top 10 business books of all time. It is being translated into 19 languages, including Japanese, Chinese, Russian, Korean, Czech, Finnish and other languages. Scott has lived and worked in New York, Tokyo, Boston, and Hong Kong and has presented at industry conferences and events in over twenty countries on four continents. For more information, go to

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