BBDO

JNJ/VA

“Be There” :78 R.1

9.28.17

In the fabric of America, they are the toughest threads.

Our bravest.

And most selfless.

They raised their hands.

Stepped forward.

And served.

For each other.

For you.

And me.

One of the first things they learned

was the code that every service member lives by:

Leave no one behind.

Now all of us need to live by it too.

Because some veterans are being left behind.

Twenty of them take their own lives.

Every day.

Why?

It’s not simple. It never is.

What matters is that we’re there for them.

Just like they were there, for us.

A handshake, a phone call, a simple gesture

make a big difference, to a Veteran, in crisis.

Learn how to Be There for a Veteran at be there for Veterans.com

Honor the code.

Be There.

Leave no one behind.