

GENERAL SARGE
215 South Main St. #1
Newark, NY 14513



FOR IMMEDIATE RELEASE
NEWS RELEASE

9 May 2012

Contact:

Freefall Public Relations

Tracy Bonzo

TracyBonzo@GeneralSarge.com

607-377-6970

General Sarge Winners of 2012 Month of the Military Child Video Contest

NEWARK, NY – Through the month of April General Sarge celebrated the Month of the Military Child by running a special video contest. This is the second year the organization has run a contest during the month of April. This year, thanks to great partnerships with Build-A-Bear Workshop Corporate in St. Louis, MO – as well as our local Build-A-Bear Workshop, Best Buy and Gymboree stores at Eastview Mall in Victor, NY – we were able to give away prize packs to our top three winners.

The contest was a YouTube contest and military parents were encouraged to upload a video of their kids talking about what it means to them to be a military child. We received a number of submissions of parents filming their child explaining in their own way what it means to be a military kid. The top three winners are from all over the world – one currently stationed in Europe, one in Massachusetts and one in North Carolina. The winners are also military children from all different branches, as well as both dual military and single military families.

The announcement on the winners can be found on the General Sarge website at – www.GeneralSarge.com. Each of the winning video submissions can be found directly on the announcement blog post here - <http://bit.ly/KCF3jx>.

General Sarge is a non-profit organization that deploys Build-A-Bear Workshop Teddy Bears to military children with the mission of “Comforting Military Families One Furry Friend At A Time”.

Dr. Rus D. Jeffrey - General Sarge Co-Founder

DrRus@GeneralSarge.com

315-331-0606

###