

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?



AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion of the purchase goes back to local kids and Trail's End sends delicious treats to first responders, military men and women, their families, and veteran organizations. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **\$66 million** worth of popcorn has been donated to U.S. troops over the years.
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states.

NEW in 2021: In addition to a one-time donation, customers now have the option to sign up for a monthly donation amount (minimum \$5)!

THREE FIRES COUNCIL AMERICAN HEROES SALES INCENTIVES

Sell \$150 in American Hero's donations and earn the Patch!



Unit's earn the Flagpole Ribbons!

Red Ribbon

For \$250 in Heroes Orders

White Ribbon

For \$500 in Heroes Orders

Blue Ribbon

For \$1,000 in Heroes Orders

Tri-Color Ribbon

For \$1,500 in Heroes Orders