

From: "Kent County, MI" <kentcountymi@public.govdelivery.com>
Subject: News Release - Operation Green Light

FOR IMMEDIATE RELEASE – October 31, 2022

For additional information contact: Steve Kelso (616) 202-8376 Steve.Kelso@kentcountymi.gov

Kent County to Activate Operation Green Light to Honor Veterans

(GRAND RAPIDS, MI.) Ahead of the upcoming Veteran's Day Holiday, Kent County will be lighting the exterior of the Kent County Veterans Services Building green from November 7 -13 as part of Operation Green Light. Kent County is encouraging residents and businesses to join us in this effort by changing exterior lighting to green through the week. Operation Green Light is a new national initiative of the National Association of Counties to support military veterans and to raise awareness about the resources available to them through the Kent County Veterans Services. "There are nearly 40 thousand veterans in Kent County who deserve to be recognized and honored for their sacrifices and services to our county and community," says Martha Burkett, Manager of Kent County Veteran's Services. "We want our veterans to know that their service mattered, and that there are available resources to assist them and their families."

Many veterans struggle with the transition from military life to becoming a civilian. Kent County Veterans Services serves as a connector to programs and services that can help address everything from housing insecurity to applying for benefits to providing financial assistance in times of crisis. While every program has different qualification requirements, many veterans who honorably served qualify for programs after the completion of their service. Unfortunately, many veterans and their families do not know that the programs exist, or they have never inquired about them. Operation Green Light hopes to illuminate this issue and encourage more veterans to use the programs that best their needs. Green was chosen for the initiative because green is the color of hope, renewal, and well-being. The term "greenlight" is also commonly used to activate forward movement. The simple act of changing one light bulb signifies that movement.

"Every green light counts, even if it is just your porch light, I can almost guarantee that one of your neighbors or someone driving past your house is a veteran," says Burkett. "By joining Operation Green Light, you are not only bringing attention to veterans and their needs, but you are also part of a nationwide movement that is designed to spark a nationwide conversation."

Already several area businesses and landmarks have made their commitment to change their lighting for all, or part, of the week of November 7-13. Please join Kent County in shining a green light of hope and support on our area veterans as we observe Veteran's Day this year. To learn more about available resources, visit <https://www.accesskent.com/Departments/VeteransServices/>.

Martha Burkett
Manager, Kent County Veterans Services is available today for interviews.

Please contact Steve Kelso at 616-202-8376 to arrange.

Kent County, Michigan
300 Monroe Avenue NW
Grand Rapids, Michigan 49503



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