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Independent Yellow Pages Publishers Across the U.S. Launch Job Initiative for Returning Military Veterans

“American Hometown Heroes” Initiative Designed to Create Jobs for Veterans has been Launched Nationwide

Downey Telephone Directory Company has joined a coalition of independent Yellow Pages publishers across the United States to create a first of its kind “jobs program” designed to extend much needed economic relief to American Veterans returning home from military duty.

The “**American Hometown Heroes**” initiative will provide professional marketing advice and consultation to any returning veteran who would like to start a new business in their hometown – ***all at no charge to them!*** This program includes a comprehensive no-cost advertising program in both print and online Yellow Pages for an entire year.

According to the Bureau of Labor Statistics, the unemployment rate among military veterans is nearly double the national average as members of the military return home to find the current state of the economy offering limited job support and business opportunities. These statistics are expected to get worse as many of the troops are expected to return home with the end of operations in Iraq.

“Every year, thousands of American men and women put their lives on the line so we may enjoy the freedoms and democracy that make our country so great,” explains Wally Downey, President & Founder of Downey Directories, one of the participating Yellow Page publishers. “This program is one way we can give back – by helping these heroes start a small business in their own hometowns. Small businesses are the largest job creators in America, and the Yellow Pages are the best way for a small business to get started.”

According to a survey conducted by Burke, a leading independent marketing research firm, in the last year alone 84% of people across the U.S. used either print or online Yellow Pages, rating it as the most trusted and accurate source they choose. Added Downey, “It is important to note that no trees are cut down to make paper for today's yellow or white page directories. 100% of the paper is derived from a combination of recycled post-consumer waste and fiber derived from sawmill waste.”

Celebrities mobilized to spread the word of “**American Hometown Heroes**” include Bo Derek, John Corbett, Ann Margret and Dyan Cannon.

To date, independent Yellow Pages publishers in 49 states and over 40,000 communities have joined this effort to help our military. Anyone wishing to obtain further information and a list of participating publishers across the U.S., should log on to: www.AmericanHometownHeroes.com or you can reach Downey Publishing at 1-800-343-8840 and www.DowneyPublishing.com.