Contemporary Anthology of Fundraising Cookbooks
Aims to SERVE Veterans and Honor a Legacy

Fort Collins, CO—The American Legion Auxiliary’s only campus-affiliated unit has put a contemporary twist on 100 years of the community cookbook fundraiser. Their modern anthology revisits an archive of 86 vintage and recent TALA cookbooks from across the U.S., with recipes re-created and photographed in 75 test kitchens across the country.

*SERVe: Revisiting a Century of American Legion Auxiliary Cookbooks* is now available for purchase at [www.ALAservecookbook.com](http://www.ALAservecookbook.com).

**Our mission is three-fold:**

1. **HONOR A LEGACY:** Celebrate the role of food during 100 years of service in TALA

2. **INSPIRE CONVERSATION & SERVICE:** Share military histories and food stories to increase understanding of the diverse veteran experience

3. **SUPPORT MENTAL WELLNESS PROGRAMS FOR VETERANS:** Donate proceeds to mental wellness programs for veterans, including the [National Veterans Creative Arts Festival](http://www.veteranscreativeartsfestival.org) and the Veterans Writing Project at [CSU](http://www.csu.edu)

More than two years in the making, *SERVe* features a fresh look at classic recipes curated from 100 years of cookbooks from The American Legion Auxiliary, the world’s largest women’s service organization, and stories of those who served, together in a commemorative coffee-table book. (Click for [Sample Pages](#).)

This limited-edition book includes:

- 220+ timeless recipes
- Full-color food photographs
- Interesting household anecdotes
- Veteran-submitted food stories
- Histories of America’s military involvement since WWI

**Price:** $42 plus applicable tax and shipping. Purchase at [www.ALAservecookbook.com](http://www.ALAservecookbook.com)

[Case Discount available](#) for American Legion Departments, Units, Posts, Squadrons.

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*The American Legion Auxiliary* is one of the nation’s most prominent supporters of veterans, military, and their families, with nearly three-quarters of a million members. TALA members volunteer millions of hours annually, averaging a value of $2 billion each year. *To learn more, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org).*