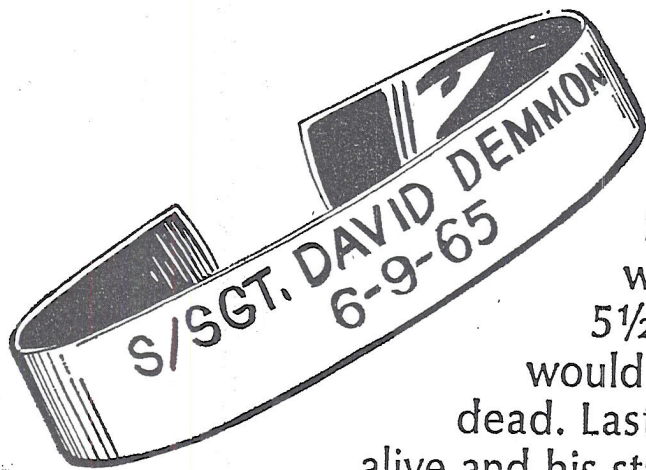


DO NOT LEAVE US BEHIND !!



Staff Sgt. David Demmon was missing-in-action for 5½ years — how easy it would have been to assume him dead. Last November he was seen alive and his status was then changed by our government from MIA (missing-in-action) to POW (prisoner of war). The Viet Cong, however, still refuse to identify David or let him communicate with his family. He is only one of almost 1,600 men whose life may depend on you.

Although war itself is a nightmare of suffering, pain, and death, the indefinite suspended state of not knowing whether your loved one is alive or dead, that has been perpetrated on the prisoner of war—missing in action families, reaches a new low in man's inhumanity to man.

Although North Vietnam has given us an unofficial and incomplete list of prisoners, the Viet Cong and Pathet Lao, who admit holding prisoners, repeatedly refuse to release a list or allow any communication with families.

THESE MISSING MEN MUST BE ACCOUNTED FOR

We must never again repeat the tragedy of not having demanded a full accounting of our men prior to the cessation of hostilities as we did in North Korea. To this date our government is still attempting to secure information on the 389 men who they had evidence were prisoners from that conflict.

If there is any hope that man will ever progress to Peace on Earth, Brotherhood and understanding, we must not allow this inhumanity to be perpetrated any longer. The solution to this tragic war must include neutral international inspection and identification of all prisoners of war in Southeast Asia.

North Vietnam and her allies have shown themselves responsive to public opinion. Since widespread concern began in October 1969 more than 200 men, whose families had waited for years for knowledge of their very existence, were finally allowed to write.

It will take even greater concern and growing public opinion to insure the safe return of all our unidentified prisoners. You are public opinion, only you can help.

I want to get involved.

Please send me _____ buttons (free)

Please send me _____ brochures (free)

Please send me _____ bumper stickers (free)

Please send me _____ nickel-plated bracelets. (Requested Donation \$2.50 each)

Please send me _____ solid copper* bracelets. (Requested Donation \$3.00 each)

Name _____

Address _____

City _____ State _____ Zip _____

Enclosed is my donation for \$ _____ (Tax deductible).

Make checks payable to

VIVA
342 Madison Avenue
Suite 706
New York, N.Y. 10017

*For those who feel copper has a therapeutic value, we have left it unlaquered, hence it will tarnish.

GET INVOLVED

WEAR a POW/MIA bracelet as a visible display of your concern and as a means to bring the plight of the POW/MIA to the attention of others.

SEND For free literature on the plight of the POW/MIA's which includes a suggested letter to members of Congress, buttons, decals and bumper stickers.

HELP distribute information and materials to friends, clubs, etc.

WRITE Your elected representatives, congressman and Senators, insisting that with the termination of the war in Viet Nam the U. S. Government **must** demand a full accounting of Missing in Action and Prisoners of War.

CONTACT Merchants, companies, clubs, civic organizations, newspapers, TV and radio stations to urge support for the POW/MIA.

The POW/MIA Bracelet

A simple metal band engraved with the name of a POW or MIA and the date he was lost.

Don't wear it unless you want to get involved. When one assumes the one-to-one bond with a stranger who is unable even to ask for your concern, and to enter the pain of his family, something happens to you.

You are taught new lessons about old concepts. Unity. Caring. Brotherhood.

The bracelet is worn with the vow that it will not be removed until the day that his real status is determined or that he returns home.

The bracelet is distributed by VIVA, a non-profit, non-political volunteer student organization, maintained solely by individual contribution. Donations are used to print and distribute the necessary material throughout the nation to alert all Americans to the tragic plight of the POW/MIA.