



**We Employ AMERICA**

Support **US** with Your Purchase

## **FOR IMMEDIATE RELEASE**

February, 2012

**Cedarburg, WI** We Employ America has just reached an agreement for the endorsement and support of music legend and icon, Charlie Daniels. Jeff Cowie, WEA President says, "Charlie is the epitome of a true American, and his support will dramatically increase our market presence for our Member Companies and elevate awareness for our national cause: Jobs for Americans." Cowie went on to say, "We are grateful to have Charlie's endorsement, and to quote him, 'Come on people! Let's employ America!'" The music video of Charlie Daniels' hit song, "America I Believe in You", can be viewed on WEA's website.

The company's mission is to urge American Consumers to speak with their spending dollars by searching for and purchasing products that bear the WEA symbol. "By supporting Licensed WEA Member Companies, consumers are helping to maintain and create jobs in America and participating WEA Companies will co-operatively enjoy increased sales," Cowie adds, "And nationally branding 'Made in America' has never been done before."

The company licenses its U.S. Trademarked WEA logo, name and tag-line, "**Support US with Your Purchase**"™ to qualifying companies who produce some or all of their products or services employing American workers. A broad marketing campaign – including the use of social media – is underway.

For more information, visit [www.WeEmployAmerica.com](http://www.WeEmployAmerica.com)

N39 W6835 Cottonwood Ct. Suite 4  
Cedarburg, WI 53012  
**cell 406 250 2633**  
[www.weemployamerica.com](http://www.weemployamerica.com)  
[j.cowie@weemployamerica.com](mailto:j.cowie@weemployamerica.com)