



Today is Memorial Day. It's also, of course, a federal holiday in the United States, when most people get to enjoy a day off from work and school. For many, it's a time of food, fellowship, and fun as well. And regardless of what the calendar says, Memorial Day is when summer really begins for many Americans.

But what is Memorial Day, really? For those not personally affected, it can be easy to overlook the observance's true purpose: as a day set aside to honor those who have died in the U.S. armed forces. For others--the Gold Star parents, and the other loved ones and friends of those who served and gave their lives--it's a day that can never be forgotten, and that resonates throughout the year. In a tradition first observed after the Civil War, it is a time to reflect on what it means to give, in Abraham Lincoln's phrase, "the last full measure of devotion." It is a time to honor, and thank, the men and women who sacrificed their lives to defend our country and safeguard our freedoms.

To these heroes, and their heroic families, we say thank you--and we remember. Have a safe and peaceful Memorial Day.

A dark blue rectangular box containing the Perma-Bound logo and contact information. The logo features the words "PERMA-BOUND" in a stylized, white, serif font with a registered trademark symbol. Below the logo is the tagline "THE STRONGEST BOOKS YOU CAN BUY" in a smaller, white, sans-serif font. At the bottom of the box, the address "PERMA-BOUND | 617 E. VANDALIA | JACKSONVILLE, IL 62650", the website "WWW.PERMA-BOUND.COM | 800.637.6581", and the email "BOOKS@PERMA-BOUND.COM" are listed in white, sans-serif font.