

Valerie Peterson
Exalted Ruler

**Benevolent and Protective Order of Elks
A Fraternal Organization
Jackson Lodge No. 1713
Chartered July 17th, 1947**



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Press Release**

FOR IMMEDIATE RELEASE

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ELROY THE ELK MAKES APPEARANCE AT 36th ANNUAL OLD WEST DAYS PARADE

Jackson, WY – The Jackson Benevolent and Protective Order of Elks (BPOE) Lodge No. 1713 was lucky enough to host Elroy the Elk and have him make an appearance at the 36th annual Old West Days Parade in beautiful Jackson, WY this Saturday May 27th, 2017. This annual community event can be beset by cold, rainy weather earning it the affectionate nickname among locals of “Cold Wet Days”, but this year that could not have been further from the truth. With the sun shining and crowds cheering, Jackson Elks Lodge No. 1713 marched in the parade with Elroy the Elk, delighting kids and adults alike.

Elks members Lisa Sprague, Jill Callaway, and Phil Pearce (as Elroy) marched in the parade with Lodge No. 1713 Secretary Fernando Escobedo following closely behind in his crowd-pleasing 1951 Studebaker. The Elks were giving out candy along the route, and Elroy was giving out high-fives and hugs, much to everyone’s enjoyment.

“Although Elroy is a fun mascot to have at the parade, there is a message we are delivering with him,” says Elks Lodge No. 1713 Leading Knight Lisa Sprague. Sprague continues, “Elroy is an important part of our National Drug Awareness Program.” This program is designed to help youth and parents learn about the dangers of illegal drug use and prevent the abuse of legalized and prescription drugs. The Elks National Drug Awareness Program is the largest volunteer drug awareness program in the United States, and relies on state, district, and Lodge Elks volunteers to promote a drug-free lifestyle.

“We’re always thrilled to participate in community events like the Old West Days Parade,” says Elks Lodge No. 1713 Exalted Ruler Valerie Peterson. “Seeing everyone come out, enjoy the beautiful day, and experience something together as a community is what Jackson and our Elks Lodge are all about.”

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The Benevolent and Protective Order of Elks was founded in 1868 to promote and practice the four cardinal virtues of Charity, Justice, Brotherly Love, and Fidelity; to promote the welfare and enhance the happiness of its members; to quicken the spirit of American Patriotism and cultivate good fellowship. Today the Elks are a fraternal order of nearly one million members with a network of more than 2,000 lodges in communities across the country. Annually the Order spends more than \$80,000,000 for benevolent, educational, and patriotic community-minded programs.

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