

April: Month of the Military Child and Purple Up! Day

Military children face unique challenges and make sacrifices. To recognize this, April is designated as the Month of the Military Child (#MOMC).

Purple Up! Day — April 15 — is part of the month-long celebration. To show support for military children and raise awareness about their sacrifices, people wear purple on this special day. Purple symbolizes a combination of the colors of each branch of the U.S. military: Army green, Navy blue, Air Force blue, Marine red, and Coast Guard blue.

As a major supporter and advocate for veterans, the military, and their families for more than a century, the American Legion Auxiliary appreciates and celebrates these children who give up so much as their service member parents work to protect and defend America, its people, and its principles. Thousands of ALA members and other members of The American Legion Family participate in Purple Up! Day.

