



October 1, 2004

Dear Member,

As you know, we are in the last phase of political races throughout the nation – at all levels of government. As usual, politicians are taking the opportunity to speak out on issues they consider “safe” to address:

- marriage (tax dollars to promote marriage, constitutional amendments to restrict who can legally marry, giving tax bonuses to married couples);
- family (giving more tax breaks to parents, making government policies more “family friendly,” and usually defining family in a traditional sense of married couples or parent-child relationships without regard to the many other types of families and households).

Although the Census Bureau recently reported that unmarried adults head up nearly 50% of the nation's households, and head up a majority of households in 15 states and more than 300 cities, politicians in these locations still cling to traditional rhetoric and slogans as they campaign. Singles have largely been ignored in this season's political campaigns, with one exception. The Democratic Party has launched a campaign to reach out to single women.

The materials in this mailing include: (1) a story published by Prudential Securities about financial planning for singles; (2) A Los Angeles Times feature story about happy and contented singles; (3) a story from the Chronicle of Higher Education about singles in the academic world; and (4) a summary of the awards we gave to various individuals and organizations for Unmarried and Single Americans Week.

Since our last mailing to you in July, we have been very successful in spreading the word about singles' rights through a variety of media sources, including radio, television, newspapers, and media websites. For example, we were mentioned in stories published by: Wall Street Journal, Canada's Globe and Mail, The Tribune of San Luis Obispo California, The Empire of Juneau Alaska, The Journal Times of Wisconsin, Forbes Online Edition, and Asbury Park Press of New Jersey. We appeared on television shows such as: Los Angeles Public Television, Fox News Channel, Fox Financial News, KCR-TV in Redding California, KFCR-TV in Springfield Missouri, and WCCO Television in Minneapolis. We also were guests on radio shows such as: KTAR in Phoenix, WTVN in Columbus Ohio, and KEX in Portland Oregon. So while the political candidates use the media to promote family values at every turn, we have been offering the media a singles perspective to provide some counter-balance.

We have another accomplishment to share. For the first time in history, the Census Bureau issued a special release to the media recognizing Unmarried and Single Americans Week. After three years of prodding by Unmarried America, the public information office of the Census Bureau put a focus on our constituency, just like it does for Mothers Day, Fathers Day, and other commemorative occasions.

To be sure, our task of advocating for single people is very difficult in a couples-oriented society and in a political climate where marriage and family issues dominate the national conversation. Difficult or not, we are doing our best to insure that single people receive some recognition and attention. But we need your support and a larger membership base in order to stay visible and active. If you are up for renewal, please renew today. And even if you are not, please make an additional donation to help us fulfill our mission.

Sincerely yours,

Thomas F. Coleman
Executive Director

p.s. Please tell your friends about us and ask them to join Unmarried America through our website.