**VA’s Million Veteran Program**

**Email Invitations**

**Email to Veterans (short):**

**Subject (option 1):**  This act of service can make all the difference

**Subject (option 2):**  We need your help

**Preview text/subhead:** Join 875,000+ Veterans in VA’s largest research program ever

**Email body:**



Imagine visiting the doctor and getting health care designed just for you. VA’s [Million Veteran Program (MVP)](http://www.mvp.va.gov) is working on that future today, and they need your help.

Join the Million Veteran Program from the comfort of your home. **Sign up at** [**mvp.va.gov**](http://www.mvp.va.gov) **or call 866-441-6075.**

You do not need to receive VA health care to join MVP.

**Email to Veterans (long):**

**Subject:**  This act of service can make all the difference

**Subject (option 2):**  We need your help

**Preview text/subhead:** Join 875,000+ Veterans in VA’s largest research program ever

**Email body:**



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**What is the Million Veteran Program?**

MVP is one of the largest research programs in the world studying genes and health.

By collecting DNA from as many Veterans a possible, along with information on their health, lifestyle and military experiences, researchers are beginning to answer important questions like:

* + Why does a certain treatment work well for some Veterans but not others?
  + Why are some Veterans at greater risk for developing an illness?
  + How can we prevent certain illnesses in the first place?

When you join MVP, your information is kept private and secure.

**Joining MVP is easy! Sign up at** [**mvp.va.gov**](http://www.mvp.va.gov) **or call 866-441-6075.**

You do not need to receive VA health care to join MVP.