

"Support our troops" wristbands provide only 1/3 support

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Over at [Slate](#), Timothy Noah notes how much money from so-called “awareness bracelets” actually go to the causes they purport to champion.

In summary,

Bracelet	Vendor	Cause	Portion that benefits cause
Yellow “Livestrong”	Lance Armstrong Foundation	supporting cancer survivors	all
Cinnamon	Tsunami Relief	Red Cross , UNICEF , CARE	1/2
Camo-green	7-11	USO	1/3
Light blue	Awareness Depot	Tsunami disaster relief (unspecified charity)	1/10
Yellow	Awareness Depot	Support our troops	0

I find it ironic that the “Support our troops” bracelet doesn’t actually support our troops. And is yellow really the right color to use to demonstrate support for the military?

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