

The acronym R.E.D. stands for Remember Everyone Deployed. It appears to have started in an e-mail chain in 2005 with the intent to demonstrate that Americans support our troops. The e-mail specifically requested Americans “who support our young men and women, WEAR SOMETHING RED.”

According to SNOPE.COM, “Sometime in 2006, the RED Campaign was adopted in Canada by ... the wives of two Canadian servicemen. Their purpose was to spread nationwide support of Canadians overseas...”.

“Eventually, a guy by the name of Lloyd (Doc) Hofmeister became involved in the Canadian RED Shirt Fridays and decided to take it [back] to America. “I [Lloyd] know what it is like to be half a world away from your life, to feel that no one cares, and to come home to be humiliated and ashamed of your service.” "I have come full circle now. I am no longer ashamed and I realize I never should have been! My hope is that none of our armed forces will ever have to go through this again.... Our job is to support our troops and in the process we can help to increase their morale by showing we care..."

“And so RED Shirt Friday spread across the U.S. thanks to military families, spouses, organizations like Soldiers’ Angels and Americans who want to make sure that our heroes overseas know they are supported. Join us!”