

**Governor's Guidebook
for the
Advance Awareness Ceremony
May 22, 2000**

**in preparation for the
National Moment of Remembrance
Memorial Day, May 29th, 2000**

Contact: Carmella LaSpada,
Events Coordinator
"National Moment of Remembrance"

Tel: 202-395-7373

Fax: 202-456-2008

Email: Carmella_A._LaSpada@who.eop.gov

***ADVANCE AWARENESS CEREMONY FOR THE
NATIONAL MOMENT OF REMEMBRANCE
May 22, 2000***

The Monday before Memorial Day

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January 31, 2000

Dear Governor:

I am asking you to join other state governors in the “*National Moment of Remembrance*”, a campaign which intends to put the “memorial” back into Memorial Day. We are asking all Americans to pause for one minute of reflection and tribute at 3:00 PM (local time) Monday, May 29th. Both the President and Members of Congress have joined together in support of this special event.

In recent times, it seems that many Americans have unfortunately lost sight of the meaning of Memorial Day. As the Chief Executive of your state, we ask you to help reverse that trend, by hosting a brief Advance Awareness Ceremony for the “*National Moment of Remembrance*” on the Monday before Memorial Day at your state’s capitol. The Ceremony will serve two important purposes. First, by itself, the Advance Awareness Ceremony will be a poignant reminder for the people in your state that Memorial Day is more than just a day off, to enjoy with family and friends; that it is a time to honor those who died in service to our nation, and who gave us the tremendous freedoms that we enjoy. Second, the ceremony will encourage everyone to participate in the “*National Moment of Remembrance*”, by spending that moment at 3:00PM, wherever they may be on Memorial Day, in silent tribute to those we honor.

The uniqueness of the “*National Moment of Remembrance*” is that it is designed to enlist the participation of all Americans, however and wherever they are spending America’s sacred holiday. Your effort in this campaign will be crucial in building the awareness and support needed to make it truly successful. The included following pages provide you with information on how you can be a part of this important mission.

Thank you for helping to encourage Americans everywhere in reclaiming Memorial Day as the noble and sacred event for which it was intended.

Sincerely,

Carmella LaSpada
Events Coordinator
The National Moment of Remembrance

**SUGGESTIONS FOR THE ADVANCE AWARENESS CEREMONY FOR THE
NATIONAL MOMENT OF REMEMBRANCE
AT THE STATE CAPITOL**

Monday, May 22, 2000

Suggested tasks for execution of this event:

1. Arrange for participation of Governor or Governor's representative
2. Arrange for room in the capitol for ceremony and appropriate display
3. Arrange for P.A. system
4. Arrange for participation of chaplain or clergy
5. Arrange for a bugler to play "Taps"
6. Invite any local Medal of Honor recipient(s) and representatives of all veteran organizations and any other appropriate officials
7. Arrange media attendance in coordination with Governor's office
8. Determine whether a display is appropriate, and if so, establish display
9. Pick up and provide storage for display for subsequent years
10. Invite school participants (elementary or middle school)
11. Provide ceremonial detail

Note: This event should be accomplished thru coordination between the Governor's office, the Adjutant General and the Marine Corps Reserve.

**ADVANCE AWARENESS CEREMONY AT STATE CAPITOL
FOR NATIONAL MOMENT OF REMEMBRANCE
SUGGESTED PROGRAM FORMAT**

Monday, May 22, 2000

The U.S. flag and State flag may be placed at the Remembrance display where the U.S. Marine Corps Reserve Ceremonial Guard will stand.

- | | |
|--------|--|
| 2 min. | Welcome
Governor or Governor's Representative |
| 1 min. | Introduction of those leading the Pledge of Allegiance |
| 1 min. | Pledge of Allegiance
Representatives of Veterans Organizations |
| 1 min. | Pledge of Peace
School Children |
| 1 min. | Prayer
Clergy or Military Representative |
| 1 min. | Lighting of Remembrance Candle (if utilized)
Governor or Governor's Representative (with Medal of Honor recipient, if available) |
| 2 min. | "Taps"
Bugler |
| 2 min. | God Bless America
Audience |

Total Time is approximately **11 minutes**.

**SUGGESTED GOVERNOR'S REMARKS AND SCRIPT
ADVANCE AWARENESS CEREMONY FOR THE
NATIONAL MOMENT OF REMEMBRANCE**

Event: Advance Awareness Ceremony at the State Capitol
Date & Time: Monday (May 22, 2000) (time to be determined locally)

Welcoming remarks by Governor (or Governor's Representative)

Good afternoon, and thank you all for coming. Franklin Roosevelt once said, *"Those who have long enjoyed such privileges as we enjoy, forget in time that Americans have died to win them."* We are truly a privileged people, able to pursue our dreams, and live beneath a flag that flies in the fresh air of freedom. So we are here today to ensure we do not forget, here in **(state)** and across America... those who fought and died for the privileges we enjoy.

Next Monday is Memorial Day, a day when most of us will join family and friends at beaches, picnics, ball games, and malls for a day of fun that has come to mark the beginning of summer. We can, and should, enjoy the day. But we must also remember the far more noble purpose for the day - that of honoring the memory of those who died in service to our Country. In an effort to reclaim Memorial Day for that purpose, members of Congress and the President have joined in support of the *"National Moment of Remembrance."* All Americans are encouraged to pause at 3:00 PM (local time) on that day, in respectful tribute. I encourage all the citizens of **(state)** to join in this act of national unity. Simply pause, reflect, and remember the sacrifices made by veterans. If you are driving at 3:00 PM (local time), turn on your vehicle headlights indicating your remembrance.

Introduction of the Pledge of Allegiance

We are pleased to have with us representatives of the following organizations, who will lead us in the Pledge of Allegiance. They are: (name of organization represented).

Recognition of Supporters

I would like to thank the U.S. Marine Corps Reserve from **(unit)** and the **(state)** National Guard as the principle coordinators of this ceremony. The Marine Corps Reserve is serving as ceremonial guard in all participating states for today's ceremony.

Pledge of Peace

Children from **(name of school)** will now recite the Pledge of Peace

Prayer

We are pleased to have **(name)** to offer a prayer for the brave souls we remember.

"Taps" (*Bugler*) followed by **God Bless America** (*Audience*)

A SUGGESTED PROCLAMATION FOR MEMORIAL DAY

Some suggestions for the Governor to issue an annual proclamation encouraging the citizens of his State to observe a Moment of Remembrance at 3:00 PM (local time) on Memorial Day to commemorate the acts and efforts of his State's citizens who have served and died as a result of service to their country.

**MEMORIAL DAY MOMENT OF REMEMBRANCE
A PROCLAMATION**

WHEREAS, Memorial Day has been officially celebrated in this country since May 1868 as a way of honoring and remembering the sacrifices of those brave servicemen and women who gave their lives in defense of their country; and

WHEREAS, in our hectic modern lifestyle, we often fail to take the time to remember those who fought and died for our country, and

WHEREAS, Memorial Day needs to be made relevant to both present and future generations of Americans and

WHEREAS, A state-wide *Moment of Remembrance* should be observed on Memorial Day, by encouraging all citizens to pause and remember our heroes at 3:00 PM (local time).

WHEREAS, Persons at every public and recreation (State government and business) facility open on Memorial Day should be encouraged to participate in a *Moment of Remembrance*.

WHEREAS, Wherever they happen to be, all citizens of (**State**), whether alone or with others, should be encouraged to participate in a *Moment of Remembrance* and respect.

NOW, THEREFORE, I, (name of Governor) the Governor of the State of (**State**) do hereby proclaim Memorial Day, May 29, 2000 as a day for all to spend a *Moment of Remembrance*, and I designate 3:00 p.m. as a time to simultaneously pause and unite in remembrance, or prayer, to honor those Americans who gave their lives in securing the blessings of our liberty.

I call upon the departments and agencies of (**State**) to participate in and promote this nationwide tribute.

This twenty-second day of May, in the year of our Lord two thousand, and of the Commonwealth (year).

(Name of Governor)

**MEDIA ADVISORY FOR THE ADVANCE AWARENESS CEREMONY FOR
THE NATIONAL MOMENT OF REMEMBRANCE**

Putting the “MEMORIAL” back in MEMORIAL DAY

- PURPOSE:** To promote awareness of the National *Moment of Remembrance* and to encourage citizens of (state) to participate.
- WHAT:** (NAME OF GOVERNOR OR REP) has joined governors throughout the country in the National *Moment of Remembrance* campaign to have all Americans renew the meaning of Memorial Day. In a unique show of unity, Governors in every state and Puerto Rico will launch this national campaign with an advance awareness ceremony, also known as a campaign kickoff. Participants for (state) include (names of participants). Americans are asked to pause for one minute on Memorial Day at 3:00 PM (local time).
- WHY:** Unfortunately, Memorial Day is often seen as a day off rather than a day to connect with our nation, its history, core values and with those who, through the years, have given their lives so that the rest us might enjoy our freedoms. The nation is asked to join together to put *memorial* back in Memorial Day, promoting unity among Americans to reclaim this historic holiday as the noble and sacred event for which it was intended.
- WHEN:** May 22, 2000, the Monday before Memorial Day, (time to be determined locally)
The historic *Moment of Remembrance* campaign begins in state capitols.
- WHERE:** State capitol, room (name or number)

MEDIA ADVISORY
FOR
THE NATIONAL MOMENT OF REMEMBRANCE ON MEMORIAL DAY

WHEN: May 29, 2000, Memorial Day
On Memorial Day, May 29, 2000, the National *Moment of Remembrance* will occur at 3:00 p.m. (local time). At this time, radio and television stations and participating sites across the country will play Taps.

WHERE: Major sites include airports, bus stations, train terminals, shopping malls, baseball stadiums, race tracks, national parks, prisons, homeless shelters and hospitals.

Drivers in vehicles are asked to turn on their headlights at this time.

**THE NATIONAL MOMENT OF REMEMBRANCE IS JOINTLY
SUPPORTED BY MEMBERS OF CONGRESS AND THE PRESIDENT OF
THE UNITED STATES.**

**ADVANCE AWARENESS CEREMONY FOR
THE NATIONAL MOMENT OF REMEMBRANCE
SUGGESTED LETTER OF INVITATION TO GUESTS**

Date:

Dear (Invited Guest):

I am writing to ask you to join me in an advance awareness ceremony launching the *Moment of Remembrance* National Campaign to put "Memorial" back into Memorial Day. In recent times, it seems that many Americans have unfortunately lost sight of the meaning of this day. You can help change that.

This brief ceremony will be held at the State capitol on the Monday before Memorial Day, May 22, 2000 (time to be determined locally). The purpose of this ceremony is to make the citizens of (state) aware of the *Moment of Remembrance* and to encourage their participation.

The uniqueness of the *Moment of Remembrance* is that it is designed for all Americans to participate, however and wherever they are spending America's sacred holiday **to pause for one minute at 3:00 PM.**

The (name of State) ceremony will be held in the State capitol (name of room). Please respond by (Date) to (Name of contact) at (Phone) or (Fax).

We hope that you can join us in answering this patriotic call to remember with honor those who proudly served and gave their "last full measure of devotion."

Sincerely,

(Governor)