

**“NATIONAL MOMENT OF REMEMBRANCE”**

**MEDIA / CAMPAIGN KIT**

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## **Introduction**

**The Program for the “*National Moment of Remembrance*” has been established to educate and encourage Americans regarding the importance of remembering the value of freedom under which we live, and the sacrifices of those who have lost their lives while serving our nation.**

**Enclosed within this kit are several documents for use in your organization as you support this effort by “passing the word” to all Americans. Should you have questions relating to the Memorial Day observance, you may access additional information via the website at: [www.whitehouse.gov/remembrance](http://www.whitehouse.gov/remembrance) or call us at 202-395-7373.**

*This document provides the general instructions and guidelines for the planning and execution of the program for the National Moment of Remembrance.*

## **NATIONAL MOMENT OF REMEMBRANCE**

### **I. Background:**

The program for the *National Moment of Remembrance* was established to remind Americans of the sacrifices made by those who died as a result of service to this nation. It is significant that all people of this land should simultaneously pause and remember these heroes.

### **II. Objective:**

1. To raise the awareness of Americans regarding the value of the honorable contributions made by those who died as a result of service to this nation.
2. To bring all Americans, in unison, to pause, remember and honor those who died as a result of service to this nation. At 3:00 PM (local time) on each Memorial Day, a moment of remembrance will be conducted for this purpose.

### **III. Action:**

1. The awareness campaign will be conducted with two main events planned:
  - a) Awareness “kick-off” event in each state capitol and in selected cities.
  - b) The *National Moment of Remembrance* will be conducted at 3:00PM (local time) throughout the world in as many sites as possible.
2. Alliances are being formed with government agencies, grassroots organizations and the private sector throughout the nation. These alliances will:
  - a) participate in the awareness campaign and the moment of remembrance
  - b) serve as mediums for dissemination of information and materials in support of the campaign.
3. The campaign will require close synchronization within a network of federal departments and agencies, voluntary (non-profit) organizations and the public sector.
  - a) The Marine Corps, with its reserve sites throughout the nation, and the National Guard will both play a major role in executing the nation-wide ceremonies at the beginning of the campaign, one week in advance of the Memorial Day *National Moment of Remembrance*.
  - b) Media coverage in advance of the Moment of Remembrance is essential.
  - c) Other organizations listed above will provide support by:
    - 1) disseminating information via their membership
    - 2) participating in the National Moment of Remembrance
4. Information will be added to the White House website under the address: [www.whitehouse.gov/remembrance](http://www.whitehouse.gov/remembrance). The White House Office for Communications will perform the construction and maintenance of the “National Moment of

Remembrance” additions and will install hotlinks to key organizations relevant to this campaign.

5. An Executive Memorandum is being issued by the White House, requesting all federal departments and agencies to participate in this event.

#### IV. ADMINISTRATION

1. The Program for the *National Moment of Remembrance* will operate from offices located within the Millennium Council.

***Press Release and article for background information on the observance of Memorial Day.***

**The National Moment of Remembrance  
202-395-7373**

For Immediate Release

## **Freedom's Worth**

Lieutenant Colonel Jeff Douglass  
U.S. Marine Corps

A few short months ago, I returned to the United States from an assignment with NATO forces in Bosnia and Herzegovina. As a Marine Corps Officer, I spent eight months there, working to assist in the reconstruction of the country's economic, health, education, infrastructure and governing systems. It represented a unique educational experience as well as a profound opportunity to reflect upon the values and systems under which we live here in the United States.

Halfway thru my tour of duty in the Balkans, I was afforded a few days "R&R", or vacation, and planned a short visit to Vienna. While waiting for the flight from Sarajevo to Vienna, I found myself in a conversation with a gentleman named Peter. Peter was departing Sarajevo after gathering research for a book he was writing. As we stood waiting for the flight, Peter pointed to my passport, and said: "Do you know what that is worth?" I looked at him, then at my passport. "I'm afraid I don't understand," I replied. He glanced at me with a puzzled look, then laughed. "Of course," he said, "Forgive me, I forgot. You Americans do not realize the blessings you have. So many in this world envy you....and you do not know what you have."

Peter pointed to the people who filled the terminal and waited for the same flight. There, in the fog of tobacco smoke and the physical evidence of damage caused by the recent war, many travelers looked sad, saying goodbye to loved ones and friends. As we watched, Peter continued his comments. "You see, freedom is what these people cherish. It is such a dream for many. Here, as is the case in many countries, families are willing to send their young away to freedom, in spite of the pain. You Americans are a lighthouse beacon for freedom, and I wonder if you realize this."

Our flight to Vienna lasted about one hour. As we parted company in Vienna's airport, I thanked Peter for the opportunity to chat. He reminded me of our earlier discussion. "Let's hope that we never forget what freedom means, my friend," he said. I noted his words with a haunting mix of encouragement and concern.

Several months later, my NATO mission complete, I returned to the United States. One snowy, frozen morning in January, while driving past the Arlington National Cemetery, I recalled the words spoken to me by Peter. "Freedom." Suddenly, I stopped alongside the cemetery. Under the cold, snow-covered ground of this cemetery, what did freedom mean? More importantly, what did it mean above the ground, today? Were the sacrifices by those who died as a result of service to our nation forgotten? Who would step forward to carry-on the responsibility of protecting freedom?

General Douglas MacArthur once said, “The soldier, above all other people, prays for peace, for he must suffer and bear the deepest wounds and scars of war.” Yes, this is true, but I also think that everyone suffers when war invades their families, their safety, their future. Even today, people around the world pay dearly because of cruelty and oppression inflicted upon them by dictators and thugs who show little regard for humanity. And yet, regardless of the debates trying to decipher which part of the world or which crisis is justified in receiving our assistance, our nation’s sons and daughters still go to serve. In this age when service is all-volunteer, Americans journey at great personal risk and sacrifice to help others less fortunate. To do what they consider their duty.

I would be remiss if I failed to mention the significance of a trend in that many Americans of non-military status were working alongside NATO in Bosnia and Herzegovina. There were foreign service officers, law enforcement officers, firefighters, teachers, attorneys, doctors, nurses, and many other members of non-profit organizations and U.S. departments and agencies. They all had one thing in common: They chose to help the community and build a better world. In the face of today’s splurge of multi-million dollar buyouts, contracts, endorsements and signing bonuses, there are those who still go quietly and diligently to serve the People.

Memorial Day will soon be upon us, and it’s important that this holiday represents more than the mere opening date of the neighborhood swimming pool. Memorial Day signifies all the valor, consequence and memory of the sacrifices made by countless men and women who have served our nation. And gave everything they could. It is a focal point for Americans to recall and re-commit to the enduring values of service to the community, whether that community is local, national or even global.

On Monday, Memorial Day, wouldn’t it be fitting and appropriate if Americans all around the world stopped for one minute at 3:00PM local time in order to reflect on the sacrifices made by others for our nation? And wouldn’t it be something if we could each consider what we can do for our community and for families around the world? The world is looking for our lighthouse beacon...we must not let the light of freedom die, and we must not forget those who have given so much to make it glow.

###

*The “National Moment of Remembrance” is an initiative of the White House, designed to encourage Americans everywhere to pause for one minute at 3:00PM (local time) on Monday of Memorial Day and reflect on the sacrifices of those who lost their life during service to our nation. For more information, please see our website at: [www.whitehouse.gov/remembrance](http://www.whitehouse.gov/remembrance)*

*This document shows the script available for publication in newspapers, periodicals, trade and association magazines, etc.*

## **Take a Moment to Remember...**

Have you ever stopped to think about the freedom you have? About the ability you enjoy to move about freely? How about the opportunity for learning, access to all media, and the freedom to attend whatever religious services you desire? These may be little things to many here, yet they are dreams in other places of the world.

Freedom. It's a great privilege. And yet, it is not free. For more than two hundred years, Americans have paid for freedom with their own lives.....and with that sacrifice also went the hopes and the dreams of their families. These Americans have given so much so that we all can live in freedom.

We owe these heroes. We owe them, at a minimum, honor and special remembrance for their sacrifice. And on Memorial Day, May 29, at 3:00PM (Local Time), we can all join together for one minute and pay homage to those who have died to make freedom possible. For us. So let's do something for these heroes. Pass the word to all that 3:00PM on Memorial Day is a time when all Americans around the world should stop and remember the price so many have paid.

Freedom..... Join us on Memorial Day for this act of national unity.

For further information from "***The National Moment of Remembrance***", contact our website at [www.whitehouse.gov/remembrance](http://www.whitehouse.gov/remembrance).

*This message is broadcasted over the radio, or read to the general public at events, large gatherings, athletic competition, etc. It is read as a pre-event announcement.*

## **PRE-MEMORIAL DAY AWARENESS ANNOUNCEMENT**

**Ladies and Gentlemen, may I please have your attention:**

**As Memorial Day approaches, it is timely and appropriate to think about the freedoms we Americans are able to enjoy each day. Many others have given their lives in service to our nation in order to assure these freedoms. We owe these brave Americans our heartfelt gratitude.**

**A National Moment of Remembrance is scheduled for one minute at 3:00PM local time on Memorial Day, Monday, May 29<sup>th</sup>. Please join together with all Americans around the world at 3:00PM on Memorial Day to remember and honor those men and women who gave so much so that we could live free.**

**Thank you.**

*These comments can be added to speeches given by department and agency heads. It is suggested that the comments be added at the end of comments and before concluding remarks.*

## **COMMENTS FOR SPEECHES**

**“Before I conclude my remarks, please allow me to add a comment about a very important occasion all Americans should observe. Memorial Day is approaching, and I am concerned that we do not fully understand its relevance in today’s world. It seems that many have a growing tendency to think that Memorial Day merely signals the opening for the neighborhood swimming pool. We have all enjoyed our freedom in this great nation, and it is critical that we all remember that freedom is not free. Just look at the news around the world, and you will see that people still struggle to attain freedom. Ours has been won by the valiant efforts and sacrifices of many Americans over the years, and it is appropriate that we pay homage to those people and their sacrifice. The National Moment of Remembrance is established to do just that. So on Memorial Day, Monday, May 29<sup>th</sup>, please pause for one minute at 3:00PM local time and consider the meaning of freedom. And remember the sacrifices of those who fought to protect it.”**

*This announcement should be read at 3:00PM (local time) at events and gatherings of Americans anywhere in the world. It signifies the unity of remembrance and appreciation for those who have served this nation and given everything.*

## **Event Announcement**

*(Memorial Day, 3:00PM local time)*

**“Ladies and Gentlemen, your attention please.**

**The National Moment of Remembrance has been established to pay honor and tribute to those Americans who have given their lives throughout the history of this great nation so that we can live today as a free People.**

**At this time, please stand for one minute in solemn remembrance, placing your hand over your heart as a symbol of national unity for those valiant souls who have served our country at great personal sacrifice”.**

**(Playing of taps, if available)**

**“Thank you”.**

**The “Program for National Moment of Remembrance”**

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II. Objective:

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Please visit us again for updates to this site. For further information, please call 202-395-7373.

**The “Program for the National Moment of Remembrance”**