

## THE NATIONAL MEMORIAL DAY PARADE

Raising Awareness and Support for America's Honored Veterans

The National Memorial Day Parade is an annual event in Washington, D.C. organized by the American Veterans Center, a coalition of military, veteran and civic groups in association with the White House Commission on Remembrance.

Chaired by James Roberts, President of the American Veterans Center and Vice Chairman of the White House Commission on Remembrance, the parade honors all those who have served our country in uniform from the American Revolution to Operation Iraqi Freedom, and seeks to educate Americans about the sacrifices made by those who served to secure the liberties we enjoy today. Accordingly, the marketing, promotion and sponsor offerings - as well as cultivation of individual donations - for the Memorial Day Parade fortify the overarching mission to honor American military personnel, once again, in the Nation's capital.

## THE HISTORY OF THE NATIONAL MEMORIAL DAY PARADE IN WASHINGTON, D.C.

The tradition of the Memorial Day Parade in the nation's capital ended at the outbreak of World War II. In 2004, the National Memorial Day Parade in Washington, D.C. was formally reinstated to coincide with the promotion of the 60th Anniversary of D-Day and the unveiling of the World War II Memorial. Parade Committee Chairmanship was assumed by James Roberts, Vice Chairman of the White House Commission on Remembrance and President of the American Veterans Center.

Since 2004, the National Memorial Day Parade has grown in media coverage and popularity. In 2005, Mayor Anthony Williams served as Grand Marshal and approximately 50,000 people lined the National Mall to watch the two-hour parade. In 2006, Actor Gary Sinise served as Grand Marshal and approximately 150,000 people lined the National Mall, which featured more than 150 bands, military units, youth groups, and parade floats, as well as hundreds of veterans of World War I & II, Korea, Vietnam, Grenada, Somalia, the Gulf War, Operation Enduring Freedom and Operation Iraqi Freedom.

## NATIONAL MEMORIAL DAY PARADE COMMITTEE LEADERSHIP

AMERICAN VETERANS CENTER

The mission of the American Veterans Center is to preserve and promote the legacy of America's servicemen and women from the American Revolution

through Operation Iraqi Freedom. The Center is comprised of two programs: The World War II Veterans Committee and the National Vietnam Veterans Committee.



*"Bringing the legacy of the Greatest Generation to the latest generation"*

is the motto of the World War II Veterans Committee. Through radio documentary work, speaker programs, and its quarterly publication, *World War II Chronicles*, the World War II Veterans Committee seeks to bring the history of World War II to today's students and young people.

The National Vietnam Veterans Committee not only seeks to tell the combat stories of Vietnam veterans, it also seeks to tell their stories after they returned home. While the popular media and film depictions of Vietnam veterans were those of disillusioned men unable to adapt to life following the war, the truth is that most returned home to live productive and successful lives, and were proud to have served.

The National Vietnam Veterans Committee, through its programs which includes the publication *Valor: The Veterans of Vietnam*, is working to tell the true story of Vietnam veterans which has so often been ignored.

## WHITE HOUSE COMMISSION ON REMEMBRANCE



The White House Commission on Remembrance, as established by Congress, honors America's fallen and recognizes those who have served and those who continue to serve our country. In 2004, James C. Roberts was appointed by President George W. Bush to serve the White House Commission on Remembrance.

Its purpose is to promote the values of Memorial Day by acts of remembrance throughout the year and to encourage Americans to demonstrate their gratitude by giving back.

The Commission is dedicated to educating this and future generations of Americans to remember the sacrifices and costs in human life made to preserve our liberties. Furthermore, the Commission is tasked by the President with organizing tributes throughout the year to honor American military personnel who have died in the service of our country from the American Revolution through Operation Iraqi Freedom.



## THE RADIO AMERICA NETWORK

As a principle media partner for the National Memorial Day Parade, Radio America has the technical, programmatic and production staff and facilities to expertly manage all facets of radio promotion. Public service announcements and other on-air promotional tools are fully leveraged across a network of 550 radio stations in the top 25 radio markets necessary to garner national visibility for the Parade. Some of the top 25 market cities include: New York, Los Angeles, Chicago, San Francisco, Dallas, Houston, Washington, Boston, Atlanta, Miami, Seattle, Phoenix, Minneapolis-St. Paul, San Diego, St. Louis and Baltimore.



Radio America was founded in 1985 by its president, James C. Roberts. Since then Radio America has been providing stations across the nation with the best in news, talk, documentary and short-features programming. Programs reflect the network's adherence to traditional American values, limited government and the free market.

News and talk features predominate on weekdays, and national hosts include G. Gordon Liddy, Michael Reagan and Doug Stephan. Weekend programming is a varied menu ranging from home, finance and sports to medical advice and politics.

Additionally, Radio America produces specialty programs, short features and documentaries, such as: *Reagan Reconsidered*, *World War II Chronicles*, *Pearl Harbor: 60 Years of Echoes*, *D-Day: They were There*, and *No Greater Love: The Four Chaplains and the Sinking of the Dorchester*. As a result, Radio America has earned a reputation among 9 million listeners as the finest producer of traditional American values programming in the nation.

All parade inquiries directed to:

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### THE NATIONAL MEMORIAL DAY PARADE

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AN AMERICAN TRADITION

THE NATIONAL MALL  
& CONSTITUTION AVENUE  
MAY 28TH, 2007

PRESENTED BY THE

IN ASSOCIATION WITH THE



AMERICAN VETERANS CENTER

WORLD WAR II  
VETERANS COMMITTEE

NATIONAL VIETNAM  
VETERANS COMMITTEE



WHITE HOUSE COMMISSION  
ON REMEMBRANCE

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