



*The White House Commission
on Remembrance*

1750 New York Avenue NW
Washington, D.C. 20006
Office : (202) 783-4665
Fax : (202) 783-1168
www.remember.gov

To whom it may concern:

Memorial Day is perhaps the most important holiday in America. Without the sacrifices made by the brave men and women in service to our country no other holidays would be possible.

The *National Moment of Remembrance*, established by Congress, is an opportunity to engage in an act of national unity and to rededicate ourselves to the values Americans have died to protect from the Revolutionary War to the present. The goal of the *National Moment of Remembrance* is for Americans to pause for a moment of remembrance, wherever they are, at 3 p.m. local time on Memorial Day, Monday, May 31.

This proud new tradition will do more than preserve Memorial Day. It's a rededication to put remembrance into action by giving back to our country in their memory. It will help encourage others to serve our Nation, by highlighting the importance of service to the community, the nation, and the world. Participation in this shared remembrance will help unite the country and reinforce our Nation's core values.

With your help we can make sure all Americans observe the *Moment*. Guidelines for how to promote the *Moment*, a suggested press release and talking points have all been developed to help in raising awareness of the *National Moment of Remembrance*.

Thanks you for your help in making this "One Nation, One Moment" in honor of those who gave a life for the freedoms we all enjoy today.

Sincerely,

Carmella LaSpada
Executive Director and White House Liaison



*The White House Commission
on Remembrance*

1750 New York Avenue NW
Washington, D.C. 20006
Office : (202) 783-4665
Fax : (202) 783-1168
www.remember.gov

**SUGGESTED MEDIA ADVISORY PROCLAIMING
*THE NATIONAL MOMENT OF REMEMBRANCE***

Putting the “MEMORIAL” back in MEMORIAL DAY

- PURPOSE:** To promote awareness of *The National Moment of Remembrance* nationwide and to encourage Americans to participate.
- WHEN:** During the week before Memorial Day (time to be determined)
- WHERE:** Appropriate locations: Where you are at 3:00 P.M.
- WHAT:** **MG Center For Excellence is partnering with the White House Commission on Remembrance** to encourage Americans to reflect on the meaning of Memorial Day. The **MG Center For Excellence**, asks all Americans to observe **the *National Moment of Remembrance* in accordance with Public Law 106-579**. All are asked to pause at 3 p.m. local time, wherever they are on Memorial Day to honor America’s fallen.
- WHY:** In May 1996, the idea of the *Moment* was born when children visiting Washington, DC were asked what Memorial Day meant. They responded, “That’s the day the pools open!” A Gallup Poll indicated that only 28% of Americans know the meaning of Memorial Day and most view it as a “day off” rather than a day to connect with our Nation’s history and virtues by honoring those who gave their lives for us. the White House Commission on Remembrance, established by Congress, was tasked with the honor of promoting the *National Moment of Remembrance*. The goal is to put “Memorial” back in Memorial Day, unifying Americans and reclaiming this holiday of remembrance as the noble and sacred event for which it was intended.

* For further information on *The National Moment of Remembrance*, please visit www.remember.gov.



*The White House Commission
on Remembrance*

1750 New York Avenue NW
Washington, D.C. 20006
Office : (202) 783-4665
Fax : (202) 783-1168
www.remember.gov

MG Center For Excellence, Melbourne, Florida
Proclaims Memorial Day
Moment of Remembrance

FOR IMMEDIATE RELEASE

Today, Amicitia I. Maloon-Gibson, LTC, US Army Retired called on all Brevard County Community Family to join together in pausing for the *National Moment of Remembrance* on Memorial Day to reflect on the lives lost that paid for our freedom. Amicitia I. Maloon-Gibson asked all of the Brevard County Community Members to pause wherever they are at 3 p.m., local time, in observance of the *Moment*.

The *National Moment of Remembrance* on Memorial Day was formally established by an act of Congress (Public Law 106-579) to encourage Americans to reclaim the holiday for its original purpose—to honor fellow citizens who died in service to the United States. Congress tasked the White House Commission on Remembrance to promote the *National Moment of Remembrance*.

“Every good citizen makes his country’s honor his own and cherishes it not only as precious but as sacred.”

Andrew Jackson, 7th President of the United States of America

Lieutenant Colonel (Retired) Amicitia Maloon-Gibson, noted that the pause in activities at 3 p.m. does not replace traditional Memorial Day ceremonies; however, she expressed hope that those at traditional Memorial Day ceremonies earlier in the day will encourage participation in *The National Moment of Remembrance*.

* For further information on *The National Moment of Remembrance*, please visit www.remember.gov.



*The White House Commission
on Remembrance*

1750 New York Avenue NW
Washington, D.C. 20006
Office : (202) 783-4665
Fax : (202) 783-1168
www.remember.gov

**TALKING POINTS FOR
THE NATIONAL MOMENT OF REMEMBRANCE**

- *The White House Commission on Remembrance* was established by Congress (PL 106-579) to promote the values of Memorial Day by acts of remembrance throughout the year. A major program of the Commission is **The National Moment of Remembrance**. The goal of this *Moment* is to have Americans pause for a *Moment* of remembrance, wherever they are, at 3 p.m. local time, on Memorial Day in honor of those who made the ultimate sacrifice for our freedom.
- The idea of **The National Moment of Remembrance** was born when children visiting Washington, D.C. were asked what Memorial Day meant. They responded, “That’s the day the pools open!”
- A Gallup Poll indicated that only 28% of Americans know the true meaning of Memorial Day and most view it as a “day off” rather than a day to connect with our Nation’s history and virtues by honoring those who gave their lives for us. **The National Moment of Remembrance** is a national campaign to put the “memorial” back in Memorial Day.
- **The National Moment of Remembrance** is an act of national unity in honor of those American servicemen and women who paid for our freedom with their lives.
- **The National Moment of Remembrance** helps to educate and encourage this and future generations of Americans to remember the sacrifices and costs in human life made to preserve our liberties and to instill in them an understanding of what it means to be an “American”.
- Americans throughout the world are asked to observe **The National Moment of Remembrance** in their homes, neighborhoods, local pools, picnic grounds and other gatherings, together or individually.
- **The National Moment of Remembrance** does not replace any traditionally planned ceremonies; rather, it is an act of national unity in which all Americans can participate.
- Memorial Day is not about war, but about remembering the people who died serving our Nation. Participating in **The National Moment of Remembrance** helps reclaim the holiday for the noble purpose for which it was intended. Give a moment to honor those who gave a life.
- Participants of **The National Moment of Remembrance** include: Major League Baseball, Amtrak, Shopping Malls, Airports, Sports Events, V.A. Hospitals, Bus Lines, National Parks, Military Installations, Unions, and the International Space Station.