

Dear Commemorative Partners,

As *Vietnam Veterans Day* approaches, recognized by 21 states on [March 29th or 30th](#), we want to ensure that you are *well equipped* to plan and carry out your events.

Clicking on [VWC background information](#) will take you to our new "tag lines" and updated key messages, talking points, quotable quotes and clarification of terminology. We also have several poster series available to download from [vietnamwar50th.com](#). A portion of our newest, "*African Americans in the Vietnam War*," is pictured at the right.

Remember to use our *tag lines* in all your communications: **"Proud partner with The U.S.A. Vietnam War Commemoration!"** and **"Join the nation ... thank a Vietnam veteran!"**



The use of these tag lines, along with the [CP Seal](#) and Commemoration flag, resonates with the nation and will inspire all Americans to join in this national initiative and thank Vietnam veterans and their families for their service and sacrifice. We encourage you to incorporate them freely throughout your programs, flyers, newspaper ads, radio spots and other media outlet advertising.

Above & Beyond

Department of Veterans Affairs



"I have designated March 29, 2016 as a day for our Department to express our tremendous gratitude and support to this generation of Americans through ceremonies across the nation. This commemoration has special significance for those of us at VA because of our honored mission to serve those who have 'borne the battle.' It's also an opportunity to remember our VA colleagues who served in this generation of Veterans, to extend our heartfelt appreciation to them and to their families who shared the burden of their loved one's service." Secretary of Veterans Affairs, Robert A. McDonald

If you are planning a ceremony, **order** your [Vietnam Veteran Lapel Pins](#) early! Present each Vietnam veteran a lapel pin [Fact Sheet](#) along with their lapel pin, as these fact sheets contain an explanation of the elements and significance of this "lasting memento of the nation's thanks." **Finally**, [photograph](#) your event, and email us your three best captioned pictures, along with your [AAR](#). We look forward to hearing your success stories!

Sincerely, *The United States of America Vietnam War Commemoration Staff*