



# Vietnam War Commemoration "SITREP"

2018 – Issue 4



*"Join the nation ... thank a Vietnam veteran!"*

Friday, April 27

*Dear Commemorative Partners,*

*Thank you* for your monumental efforts supporting [National Vietnam War Veterans Day!](#) You inspired a *surge of patriotic outreach to Vietnam veterans* and their families *in each of the 56* U.S. states and possessions, and hosted the *largest monthly number of events in VWC history*, exceeding the next closest month by 25 percent! *More than 2 million* Vietnam veterans and their families have now been *publicly and individually thanked and honored* during *13,034 events*. In addition, even your most conservative estimates indicate that *29 million* attendees have applauded our Vietnam veterans and their families in person at these events – *12%* of our country's adult population!



On March 29, our country's top leadership team provided an exciting start to the day with a *vice presidential tweet* (6M followers) ...

*"Today, we honor the men & women who served & sacrificed in the Vietnam War. To all our Vietnam Veterans, on behalf of every American: Welcome Home. #NationalVietnamWarVeteransDay"*

Additionally in Washington, D.C., the joint wreath-laying and lapel pinning ceremony hosted by the Deputy Secretaries of Defense, Veterans Affairs and Homeland Security at The Vietnam Veterans Memorial was *covered by CNN, FOX, [Defense Media Activity](#)* and five other local network affiliates. We also [streamed the event](#) live on Facebook where it has been viewed 43,000 times. *On Twitter*, #VietnamVeteransDay became the *second most popular "trending topic"* on March 29.



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**30 new state-level proclamations** were released, and the **1,200+ events you hosted in March** alone **drove 767 media reports** throughout the Nation, as well as **5,754 social media posts!**

**Congressional** leaders hosted **24** events in support of March 29, and the **Transportation Security Administration** displayed posters and hosted events at airports and offices around the country. In addition, **156 Army & Air Force (AAFES), Marine Corps (MCX), and Navy (NEX) Exchanges**, and **74 Defense Commissaries (DeCA)** reached Vietnam veterans living and traveling around the globe. In particular, the **Navy Exchange** at Guam reported:

*"Many veterans commented about how they did not get this kind of recognition when they came home and many shed tears when given their lapel pins. It was a very humbling and emotional day."*  
- Michael Owyen, Retail Operations Support Manager, NEX Guam

Overall, the **Navy Exchange Service Command** engaged more than 40,000 followers via organic posts in **Facebook, Twitter** and **Instagram**, and event information included in weekly advertisements alerted 139,570 subscribers to ceremonies on March 29. **Well done, NEX!**

**Remarkably, 182,400 Vietnam Veteran Lapel Pins** were distributed at commemorative events during the month of March alone!



## Upcoming Events

### Rolling Thunder XXXI

Friday, May 25

9 pm - Candlelight Vigil (Vietnam Veterans Memorial)

Saturday, May 26

9 am - "Thunder Alley" (22<sup>nd</sup>/Constitution NW) opens

Sunday, May 27

12 pm - First Amendment Demonstration Run

1:30 pm - Speakers Program (Lincoln Memorial)

3 pm - Musical tribute to Veterans (TBA)

8 pm - Memorial Day Concert (U.S. Capitol Lawn)

### Memorial Day

Monday, May 28

9 am - Wreath-Laying (WWII Memorial)

11 am - Wreath-Laying (Arlington Nat'l Cemetery)

1 pm - Wreath-Laying (Vietnam Veterans Memorial)

2 pm - National Memorial Day Parade

3 pm - National Moment of Remembrance

Now that events in support of March 29 are complete, we ask that you each log into the **Partner Portal** and complete your respective **"after-action reports."** This will **enable us to share the cumulative impact of your efforts**. While in the portal, please update the contact information for your organization, as we average 72 "hard bounces" (invalid email addresses) when we send out our monthly SITREP to 39,000 CP representatives. So, **we are counting on you** to ensure your information remains up to date. Thank you, all – **Proud Partners with The U.S.A. Vietnam War Commemoration!**

*The United States of America  
Vietnam War Commemoration Staff*