



THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



“National Vietnam War Veterans Day” Media & Public Info Kit

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1. National Vietnam War Veterans Day

On March 28, 2017, the president signed into law [The Vietnam War Veterans Recognition Act of 2017](#) (Public Law 115-15), designating *every March 29* as [National Vietnam War Veterans Day](#). (TAB A)

National Vietnam War Veterans Day joins six other military-centric national observances codified in [Title 4 of the United States Code §6](#) (i.e., Armed Forces Day, Memorial Day, Independence Day, National Korean War Veterans Armistice Day, Navy Day, Veterans Day).

March 29, 1973 was the day Military Assistance Command Vietnam was deactivated, so March 29 was chosen for this celebration.



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2. Call to Action / Tag Line

Join the Nation ... thank a Vietnam veteran!

(Additional – Commemorative Partners only):

Proud partner with The U.S.A. Vietnam War Commemoration!

3. Key Messages

- Across the Nation, Americans continue uniting to thank and honor Vietnam veterans and their families for their service and sacrifice.
- (as of Dec 2018) Our Commemorative Partners have helped communities publicly and individually thank **2.3 million** Vietnam veterans and their families during more than **15 thousand** ceremonies.
- (as of Dec 2018) More than **11 thousand** local, state and national organizations have partnered with us to assist the Nation in honoring **6.4 million** living Vietnam veterans and the **9 million** families of those who served. Visit vietnamwar50th.com to discover how you can join us in this noble mission.

4. Talking Points

Talking points for both sizeable (e.g., medium to large crowds/numbers of Vietnam veterans and families, wreath-layings) and intimate ceremonies (e.g., single shut-ins, those in long-term care facilities and hospitals, small groups/numbers of Vietnam veterans and families) are provided. **(TAB B)**

Also, 10-minute speech templates, complete with facts and video links are available upon request at whs.vnwar50th@mail.mil or (877) 387-9951.

5. Media Releases

A sample Press Release and Social Media Posts are provided. **(TAB C)**



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6. Event Materials

A listing of all commemorative materials freely available for National Vietnam War Veterans Day events is provided. In addition, [posters specific to March 29](#) are available via download. (TAB D)

As a lasting memento of the Nation's gratitude, the Commemoration designed a [Vietnam Veteran Lapel Pin](#) for Commemorative Partners to publicly present to each veteran who served during the Vietnam War period.

Living United States veterans who served on active duty in the U.S. Armed Forces at any time during the period of November 1, 1955 to May 15, 1975, regardless of location, are eligible to receive one lapel pin.

The symbolism attached to these lapel pins is significant. The [Vietnam Veteran Lapel Pin Fact Sheet](#) explains each of the incorporated elements. In addition, “How to Present” suggestions are included. (TAB D)

7. Presidential Proclamations

[2017 Proclamation](#): Commemoration runs through Veterans Day 2025. (TAB E)

[2012 Proclamation](#): Launched Commemoration. (TAB E)

8. Important Supporting Facts

Commemoration Objectives:

The Commemoration’s primary objective, as penned by Congress, is to thank and honor our Vietnam veterans and their families for their service and sacrifice on behalf of the Nation, with distinct recognition of former prisoners of war and families of those still listed as missing in action.

Congress also articulated four additional objectives for the Commemoration: to highlight the service of our Armed Forces and support organizations during the war; pay tribute to wartime contributions at home by American citizens; highlight technology, science and medical advances made during the war; and recognize contributions by our Allies. (TAB F)





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Who We Honor:

The Commemoration recognizes all who served on active duty in the U.S. Armed Forces at any time during the period of November 1, 1955 to May 15, 1975, regardless of duty location; and their families.

We make no distinction between veterans who served in-country, in-theater, or who were stationed elsewhere during the Vietnam War period. All were called to serve and none could self-determine where they were stationed.

Inclusive Dates:

November 1, 1955 was selected to coincide with the official designation of Military Assistance Advisory Group-Vietnam (MAAG-V); May 15, 1975 marks the end of the battle precipitated by the seizure of the SS Mayaguez.

Additional Background: U.S. involvement in Vietnam started slowly with an initial deployment of advisors in the early 1950s, grew incrementally through the early 1960s and expanded with the deployment of full combat units in July 1965. The last U.S. personnel were evacuated from Vietnam in April 1975.

Commemorative Partners:

[Commemorative Partners](#) are local, state and national organizations, businesses, corporations and governmental agencies that have committed to conducting two commemorative events or activities annually over a 3-year period in cities and towns all across America. Our partners publicly thank and honor Vietnam veterans and their families on behalf of the Nation. **(TAB G)**

Vietnam Veteran Oral Histories:

The Commemoration is collecting oral history interviews on video of Vietnam veterans and their families. As we interview Vietnam veterans, we are able to leverage their vast network of fellow veterans to interview and capture a wide breadth of experiences – all Services, ranks, specialties and viewpoints – that reflect personal thoughts and opinions about all aspects of the war. Eventually,



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this collection of interviews will be shared, unedited, with the Library of Congress Veterans History Project. In the future, we plan to make these interviews available on the Commemoration website.

Pentagon Vietnam War Exhibit (3rd Floor, A-Ring, corridors 3-2):

In collaboration with the OSD Historical Office, OSD Graphics and the Services' History Offices, the Commemoration developed and established a museum-quality exhibit in the Pentagon. The Society for History in the Federal Government recognized this exhibit with its **2017 John Wesley Powell Prize for outstanding achievement** in the field of historic exhibits and interpretive products.

The Vietnam War Exhibit showcases the following:

- a. Timeline of significant events (September 1945-April 1975).
- b. Thematic representation of service member duties and military operations.
- c. Test panel from the Vietnam Veterans Memorial in Washington, DC, along with samples of the 400 thousand items left at "The Wall" throughout the past 3 decades by 4 million annual visitors.
- d. Crew cabs of two Huey Helicopters representing a MEDEVAC and "Slick."
- e. Interactive map of the Republic of Vietnam.
- f. Searchable video index of Medal of Honor recipients of the Vietnam War.
- g. Large four-panel video screen depicting the "daily life" of service members.
- h. "TV '68" monitor depicting videos, news broadcasts, commercials that were seen by the home front in 1968.

This exhibit can be toured by the public as part of the larger Pentagon Tours program. For reservations, please visit <https://pentagontours.osd.mil/Tours/>.

Legacy Products:

Eight different [multi-poster series](#) are freely available for download and use, as well as [Service-specific "patch" posters](#). Also, a [Teachers' Toolkit](#) provides comprehensive assistance for the classroom when discussing this Commemoration.



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Commemoration Leadership:

Mr. [Sajeel Ahmed](#), acting Director of Administration in the Office of the Deputy Chief Management Officer, and acting Director of Washington Headquarters Services, is the Executive Agent for The United States of America Vietnam War Commemoration.

Retired Army Major General [James \(Jim\) T. Jackson](#) is the director of The United States of America Vietnam War Commemoration, and as such leads day-to-day operations.

9. Commemoration Background

- In 2007, the 110th Congress incorporated language in H.R. 4986 authorizing the secretary of defense to conduct a program commemorating the 50th anniversary of the Vietnam War.
- H.R. 4986 was signed into law as the National Defense Authorization Act for Fiscal Year 2008 by President George W. Bush on January 28, 2008.
- Section 598 ([Public Law 110-181](#)) of the 2008 NDAA specifically addresses Commemoration activities.
- According to the [Department of Veterans Affairs](#), 9 million Americans served during the Vietnam War period and approximately 6.4 million are living as of January 2019.
- An inaugural ceremony was held at The Vietnam Veterans Memorial (“The Wall”) in Washington, D.C. on Memorial Day, May 28, 2012.

10. Quotable Quotes

From President Donald Trump’s [2017 Presidential Proclamation](#):

"To ensure the sacrifices of the 9 million heroes who served during this difficult chapter of our country's history are remembered for generations to come, I signed into law the Vietnam War Veterans Recognition Act of 2017, designating March 29 of each year as National Vietnam War Veterans Day. Throughout this Commemoration of the 50th Anniversary of the Vietnam War, and every March 29 thereafter, we will honor all those who answered our Nation's call to duty. We vow to never again confuse personal disapproval of





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war with prejudice against those who honorably wear the uniform of our Armed Forces. With conviction, our Nation pledges our enduring respect, our continuing care, and our everlasting commitment to all Vietnam veterans."

From 44th U.S. President Barack Obama's [remarks at the 2012 Inaugural Ceremony](#):

"And one of the most painful chapters in our history was Vietnam -- most particularly, how we treated our troops who served there. You were often blamed for a war you didn't start, when you should have been commended for serving your country with valor. You were sometimes blamed for misdeeds of a few, when the honorable service of the many should have been praised. You came home and sometimes were denigrated, when you should have been celebrated. It was a national shame, a disgrace that should have never happened. And that's why here today we resolve that it will not happen again."

From Acting Secretary of Defense Patrick Shanahan's [comments regarding the first anniversary of National Vietnam War Veterans Day, March 29, 2018](#):

"Today is an opportunity to honor all Vietnam veterans who served, and to recognize the families that stood alongside them."

Retired U.S. Air Force Colonel Michael Brazelton's (four-time Silver Star recipient and former Vietnam War POW) [reflections at the July 8, 2015 Congressional Ceremony](#) on the Vietnam Veteran Lapel Pin:

"I have had a number of medals pinned on me in my day and this is certainly the highest ranking and the most honors I have received for any pinning ceremony. Even though it might just be a lapel pin to a lot of people, this is like a medal to the Vietnam veterans."

From former Secretary of Defense Ashton Carter's [comments at the December 20, 2017 Pentagon Vietnam War Exhibition Ribbon Cutting](#):

"... these exhibits have also sought to ensure we continue to remember the lessons our military has learned along the way - many hard-won, some difficult to swallow ... And of course, our fine and faithful tour guides will help walk -





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literally and figuratively - some 100,000 visitors through it each year ... And they'll be reminded of the lessons we learned along the way ... lessons on how our country must treat our warriors and our veterans, and the shame of how returning Vietnam veterans were treated - lessons that should continue, must continue to guide us in our work.”

Retired U.S. Air Force Colonel Clarence R. “Dick” Anderegg’s (Vietnam veteran; retired Director of Air Force History and Museums Policies and Programs, Headquarters Air Force; and Vietnam War Commemoration Federal Advisory Committee member) **observations during a March 2017 tour of the exhibit:**

"As Air Force Historian, I spent many years seeing historical displays around the world. This is simply the best I've ever seen."

11. Clarification of Terminology

[Five specific clarifications](#) are provided on our website to help our partners and the public at large understand the terms we use or do not use and why. One key example is that we do not use the term "Vietnam-era veteran" to define those who served from 1 Nov 1955 to 15 May 1975. This is due to existing U.S. law, which for purposes of legal benefits defines “Vietnam era” as being (a) February 28, 1961 to May 7, 1975 or (b) August 5, 1964 to May 7, 1975.



TAB A



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NATIONAL VIETNAM WAR VETERANS DAY

On March 28, 2017, President Donald J. Trump, signed into law [The Vietnam War Veterans Recognition Act of 2017](#), designating **every March 29** as *National Vietnam War Veterans Day*.

National Vietnam War Veterans Day joins six other military-centric national observances codified in [Title 4 of the United States Code §6](#) (i.e., Armed Forces Day, Memorial Day, Independence Day, National Korean War Veterans Armistice Day, Navy Day, Veterans Day).

March 29 was chosen to be celebrated in perpetuity as March 29, 1973 was the day Military Assistance Command Vietnam was deactivated.

[The United States of America Vietnam War Commemoration](#) honors all United States veterans who served on active duty in the U.S. Armed Forces from **November 1, 1955 to May 15, 1975**, regardless of location.

November 1, 1955 was selected to coincide with the official designation of Military Assistance Advisory Group-Vietnam (MAAG-V); **May 15, 1975** marks the end of the battle precipitated by the seizure of the SS Mayaguez.

The Department of Veterans Affairs estimates that today there are **6.4 million living Vietnam veterans and 9 million families of those who served** during this time frame. We make no distinction between veterans who served in-country, in-theater, or who were stationed elsewhere during the Vietnam War period. All were called to serve and none could self-determine where they would serve.

Additional Background: U.S. involvement in Vietnam started slowly with an initial deployment of advisors in the early 1950s, grew incrementally through the early 1960s and expanded with the deployment of full combat units in July 1965. The last U.S. personnel were evacuated from Vietnam in April 1975.

This national commemoration was authorized by Congress, established under the Secretary of Defense, and launched by the President to thank and honor our Nation's Vietnam veterans and their families for their service and sacrifice.



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NATIONAL VIETNAM WAR VETERANS DAY (cont)

In 2007, the 110th Congress incorporated language in House of Representatives (H.R.) 4986 authorizing the Secretary of Defense to conduct a program commemorating the 50th anniversary of the Vietnam War.

H.R. 4986 was signed into law as the National Defense Authorization Act (NDAA) for Fiscal Year 2008 by President George W. Bush on January 28, 2008.

44th U.S. President Barack Obama officially inaugurated this Commemoration at the Vietnam Veterans Memorial in Washington D.C. on Memorial Day, May 28, 2012.

Section 598 ([Public Law 110-181](#)) of the 2008 NDAA specifically addresses Commemoration activities.

Congress outlined a total of [five objectives](#) for this U.S.A. Vietnam War Commemoration, with the primary objective being to thank and honor Vietnam veterans and their families for their service and sacrifice on behalf of the Nation, with distinct recognition of former prisoners of war and families of those still listed as missing in action. The four remaining objectives highlight the service of our Armed Forces and support organizations during the war; pay tribute to wartime contributions at home by American citizens; highlight technology, science and medical advances made during the war; and recognize contributions by our Allies.

By [Presidential Proclamation](#), The U.S.A. Vietnam War Commemoration will continue through Veterans Day, November 11, 2025.

One Hundred Fifteenth Congress
of the
United States of America

AT THE FIRST SESSION

*Begun and held at the City of Washington on Tuesday,
the third day of January, two thousand and seventeen*

An Act

To amend title 4, United States Code, to encourage the display of the flag of
the United States on National Vietnam War Veterans Day.

*Be it enacted by the Senate and House of Representatives of
the United States of America in Congress assembled,*

SECTION 1. SHORT TITLE.

This Act may be cited as the “Vietnam War Veterans Recognition Act of 2017”.

SEC. 2. DISPLAY OF FLAG ON NATIONAL VIETNAM WAR VETERANS DAY.

Section 6(d) of title 4, United States Code, is amended by inserting “National Vietnam War Veterans Day, March 29;” after “third Monday in February;”.

Speaker of the House of Representatives.

*Vice President of the United States and
President of the Senate.*

TAB B



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NATIONAL VIETNAM WAR VETERANS DAY, 29 MARCH, TALKING POINTS (for large ceremonies)

- I am grateful to Congress for offering us the privilege of participating in the national effort to do what should have been done 50 years ago: bestow our Vietnam veterans with honor, and thank them and their families for their service and sacrifice.
- I also am thankful that two years ago our Commander-in-Chief signed into law The Vietnam War Veterans Recognition Act of 2017, which established every March 29 as a national day to recognize the previously unsung patriotism of our Vietnam veterans.
- So today, we gather **at this XXX (memorial)** to remember ... to honor those who, in President Lincoln's words, gave their "... last, full measure of devotion," and to humbly thank those who endured for their service and sacrifice.
- There is something haunting and yet cleansing about this special place. **(THE WALL in DC or wherever event is occurring)** More than **5 million** visitors are drawn here each year. Perhaps it's the sheer number of **the 58,318** individuals ... their average age – 23 years, whose names are engraved in the polished black granite. Or, is it the memory of their ultimate sacrifice that cuts into our hearts the same way their names are cut into the rock?
- Perhaps it is the sobering fact that **1,589 (as of Feb 28, 2019)** are still considered missing in action and their families await word of their fate as we continue our diligent work to fulfill our promise and bring them home. Or that more than 350 thousand American warriors carry both seen and unseen scars from this war.
- Whatever the reason, it is important that you and your families understand the prominent place you now occupy in the conscience of our Nation, and the remarkable measure of esteem in which you are held by friends, neighbors and countrymen.
- In addition, I believe you will be encouraged by the fact that more than 11,000 local, state and federal organizations that have come alongside our Department of Defense as Commemorative Partners with the Vietnam War Commemoration, and have hosted 15 thousand ceremonies in towns and cities across the country, all helping Americans publicly and individually thank and honor 2.3 million of our 6.4 million living Vietnam veterans and their families.



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- With all that has been accomplished, there is still more to do ... and that is exactly why we are here today. Throughout our Nation, many hundreds of ceremonies are taking place, with the main focus of thanking and honoring all our living Vietnam veterans and the families of the 9 million who served during the Vietnam War period.
- I say 9 million, because we are honoring everyone who served on active duty in the U.S. Armed Forces from November 1, 1955 to May 15, 1975. We make no distinction between veterans who served in-country, in-theater, or who were stationed elsewhere during the Vietnam War period. All were called to serve, none could self-determine where they were stationed, and you each deserve our thanks.
- Finally, I am grateful to xxxxxx xxxxxxxx ..., who joins me today representing xxxxxx ... another Commemorative Partner. Together, we will lay a wreath at this XXX (memorial) in an act of national unity ... and in quiet reflection ... to honor those warriors who made the ultimate sacrifice.
- Now, we invite all who served on active duty at any time from 1 Nov 1955 to 15 May 1975 to come forward and receive their Vietnam Veteran Lapel Pin as a lasting memento of a grateful Nation's thanks ...

ADDITIONAL FACTS

- National Vietnam War Veterans Day joins six other military-centric national observances codified in Title 4 of the United States Code §6 (i.e., Armed Forces Day, Memorial Day, Independence Day, National Korean War Veterans Armistice Day, Navy Day, Veterans Day).
- March 29 was chosen to be celebrated in perpetuity as March 29, 1973 was the day Military Assistance Command Vietnam was deactivated.
- November 1, 1955 was selected to coincide with the official designation of Military Assistance Advisory Group-Vietnam (MAAG-V); May 15, 1975 marks the end of the battle precipitated by the seizure of the SS Mayaguez.
- This national commemoration was authorized by Congress, established under the Secretary of Defense, and launched by the President to thank and honor our Nation's Vietnam veterans and their families for their service and sacrifice.



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NATIONAL VIETNAM WAR VETERANS DAY, 29 MARCH, TALKING POINTS (for intimate ceremonies)

- I am grateful to Congress for offering us the privilege of participating in the national effort to do what should have been done 50 years ago: bestow our Vietnam veterans ... you, with honor, and thank you (and your family(ies)) for your service and sacrifice.
- I also am thankful that two years ago our Commander-in-Chief signed into law The Vietnam War Veterans Recognition Act of 2017, which established every March 29 as a national day to recognize your previously unsung patriotism.
- So today, we gather here, in this XXX (hospital room) to remember ... to honor those with whom you served who, in President Lincoln's words, gave their "... last, full measure of devotion," and to humbly thank you for your service and sacrifice.
- It is important that you (and your family) understand the prominent place you now occupy in the conscience of our Nation, and the remarkable measure of esteem in which you are held by friends, neighbors and countrymen.
- In addition, I believe you will be encouraged by the fact that more than 11,000 local, state and federal organizations that have come alongside our Department of Defense as Commemorative Partners with the Vietnam War Commemoration, and have hosted 15 thousand ceremonies in towns and cities across the country, all helping Americans publicly and individually thank and honor 2.3 million of our 6.4 million living Vietnam veterans and their families.
- With all that has been accomplished, there is still more to do ... and that is exactly why we are here today. Throughout our Nation, many hundreds of ceremonies are taking place, with the main focus of thanking and honoring all our living Vietnam veterans and the families of the 9 million who served during the Vietnam War period.
- I say 9 million, because we are honoring everyone who served on active duty in the U.S. Armed Forces from November 1, 1955 to May 15, 1975. We make no distinction between veterans who served in-country, in-theater, or who were stationed elsewhere during the Vietnam War period. All were called to serve, none could self-determine where they were stationed, and you each deserve our thanks.
- With that said, I present you this Vietnam Veteran Lapel Pin as a lasting memento of a grateful Nation's thanks ...



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ADDITIONAL FACTS

- National Vietnam War Veterans Day joins six other military-centric national observances codified in Title 4 of the United States Code §6 (i.e., Armed Forces Day, Memorial Day, Independence Day, National Korean War Veterans Armistice Day, Navy Day, Veterans Day).
- March 29 was chosen to be celebrated in perpetuity as March 29, 1973 was the day Military Assistance Command Vietnam was deactivated.
- November 1, 1955 was selected to coincide with the official designation of Military Assistance Advisory Group-Vietnam (MAAG-V); May 15, 1975 marks the end of the
- This national commemoration was authorized by Congress, established under the Secretary of Defense, and launched by the President to thank and honor our Nation's Vietnam veterans and their families for their service and sacrifice.

TAB C

IMMEDIATE RELEASE

March 28, 2019

Press Operations

Release No:

DOD to Observe 29 March National Vietnam War Veterans Day

(T) Sub headline: DoD and VA to Lay Wreath at “The Wall” Honoring Vietnam Veterans

WASHINGTON – The Department of Defense (DOD) announced today it will conduct a wreath-laying ceremony commemorating National Vietnam War Veterans Day on Friday, March 29, 2019 at 10 a.m. EST with the Department of Veterans Affairs (VA) at the Vietnam Veterans Memorial, Washington, DC.

The ceremony will be hosted by The United States of America Vietnam War Commemoration (VWC), which was authorized by Congress, established under the secretary of defense and launched by the president in May 2012 with the primary objective of thanking and honoring Vietnam veterans and their families.

The VWC is joined by more than 11 thousand Commemorative Partner organizations across the country and recognizes all who served on active duty in the U.S. Military from November 1, 1955 to May 15, 1975, regardless of location.

“We are proud to report that 2.3 million Vietnam veterans and their families have been publicly and individually thanked and honored to date during 15 thousand ceremonies hosted our Commemorative Partners throughout the Nation,” said VWC director, retired U.S. Army Major General James T. Jackson. “The VA continues as one of our most prolific partners in honoring these previously unsung patriots.”

The VWC also will be supporting many hundreds of events hosted by their partners during the week leading to March 29, with a special focus this year on reaching those in private or public senior care facilities, specifically those who may be challenged to attend a public event.

This is the second anniversary of The Vietnam War Veterans Recognition Act of 2017, which established National Vietnam War Veterans Day every March 29. This day, set aside to specifically honor Vietnam veterans, joined six other military-centric national observances codified in Title 4 of the United States Code §6: Armed Forces Day, Memorial Day, Independence Day, National Korean War Veterans Armistice Day, Navy Day, and Veterans Day.

The ceremony can be viewed on the XXXX Live blog at <http://XXXX>.

Media may direct queries to Press Operations within the Office of the Assistant to the Secretary of Defense for Public Affairs at (703) XXX-XXXX.

Additional information about VWC activities can be found at:
<https://www.vietnamwar50th.com>.



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SAMPLE TWEETS:



- #DYK 2.3 million Vietnam vets have been honored for their service in 15 thousand ceremonies as part of the #VietnamWar50th national Commemoration? Yet, 4 million living Vietnam vets still await your thanks. *Join the Nation ... thank a Vietnam veteran!*

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- #DYK March 29th is the 2nd anniversary of [National Vietnam War Veterans Day](#)? Thousands of American communities will come together on March 29th to honor the previously unsung patriots who served during the Vietnam War period. *Join the Nation ... thank a Vietnam veteran!*

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- *Join the Nation ... thank a Vietnam veteran!* Watch INSP's Moment of Truth "[Thank you, for your Service](#)" to witness the powerful impact of a previously ignored Vietnam veteran being thanked and honored.



- *Join the Nation ... thank a Vietnam veteran!* Watch INSP's Moment of Truth "[Not Forgotten](#)" ... better have a hankie handy!

- Check out the [amazing efforts in 2018](#) to thank & honor Vietnam veterans and their families as part of the #VietnamWar50th national Commemoration! Can't wait to witness March 29th, [National Vietnam War Veterans Day](#) this year! *Join the Nation ... thank a Vietnam veteran!*



/VIETNAMWAR50TH

www.vietnamwar50th.com



@VIETNAMWAR50TH

Updated: Feb 5, 2019

TAB D



Materials Available Exclusively for 29 March 2019!

Vietnam Veteran Lapel Pin (3/4")



Front



Back

Presidential Proclamations

(8" x 11")



Former President
Barack Obama
(2012)



President
Donald Trump
(2017)

Program Brochure



Bumper Stickers (6")



Tin
Pins
(1 3/4")

For more information or to order materials, visit www.vietnamwar50th.com



Vietnam Veteran Lapel Pin

"A Lasting Memento of the Nation's Thanks!"

Front



Back



Purpose: To recognize, thank and honor United States military veterans who served during the Vietnam War.

Eligibility: Living United States veterans who served on active duty in the U.S. Armed Forces at any time during the period of November 1, 1955 to May 15, 1975, regardless of location, are eligible to receive one lapel pin.

Presentation: These lapel pins will be presented in a dignified manner to each Vietnam veteran during public events held in their communities by Commemorative Partners. Accompanying remarks should reflect the nation's thanks for their service and sacrifice. In the rare instance when an honoree cannot attend a public event, the pin may be presented during a private ceremony.

Symbolism:

- **Eagle** - The eagle represents courage, honor, and dedicated service to our nation. As one of the most recognizable and notable American symbols, it is emblazoned with distinction on numerous military insignia.
- **Blue Circle** - The color blue matches the canton of the American flag and signifies vigilance, perseverance, and justice. The circle shape and blue color also match the official seal of the Commemoration.
- **Laurel Wreath** - A time-honored symbol representing victory, integrity, and strength.
- **Stripes** - The stripes behind the eagle represent the American flag.
- **Stars** - The six stars represent the six allies who served, sacrificed, and fought alongside one another: Australia, New Zealand, the Philippines, the Republic of Korea, Thailand, and the United States.
- **Message** - "A Grateful Nation Thanks and Honors You" is embossed on the back, closest to the heart of the wearer. Also, the official name of the Commemoration is included to remind each veteran that this is a national initiative, and this lapel pin is the nation's lasting memento of thanks.



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Vietnam Veteran Lapel Pin Presentation Guidelines

Lapel Pin Presentations

- Commemorative events and activities should be dignified, memorable occasions that show a sensitivity and appreciation for the solemnity of war, the losses suffered by many and the sacrifices of all who served.
- When presenting a lapel pin to a Vietnam Veteran:
 - **Shake their hand.**
 - Say **“On behalf of a grateful nation, thank you for your service.”**
 - Inform them that the message “A Grateful Nation Thanks and Honors You” is embossed on the back of the pin, closest to the heart of the wearer.
 - Ask the veteran if they would like you to **pin the lapel pin on his/her lapel** OR you may hand the lapel pin to them following the handshake.
- **Provide each Vietnam Veteran with supporting material** that explains the symbolism and significance of the lapel pin (Lapel Pin Fact Sheet) and include a copy of the Presidential Proclamation.




Lapel Pin Eligibility

- **Living** United States veterans who served on **active duty** in the **U.S. Armed Forces** at any time during the period of **November 1, 1955 to May 15, 1975, regardless of location**, are eligible to receive **one** lapel pin.
- If you encounter a Vietnam veteran who **does not meet the above criteria**, or who has **already received their lapel pin**, please thank them for their service and sacrifice.

Additional Notes

- If any attendees have questions or concerns about Vietnam Veteran Lapel Pin eligibility or the Vietnam War Commemoration, please provide them with a brochure and advise them to visit the Commemoration's website at www.vietnamwar50th.com or call the Commemoration's office at 877-387-9951.





**Join the Nation...
Thank a Vietnam Veteran
for Service to our Nation**

U.S. Armed Forces personnel with active duty service
between November 1, 1955 to May 15, 1975,
regardless of location of service.

Vietnamwar50th.com



**NATIONAL
VIETNAM WAR VETERANS
DAY: 29 MARCH**

**NATIONAL
VIETNAM WAR VETERANS DAY
29 MARCH**



**Join the Nation...Thank a Vietnam Veteran
for Service to our Nation**

U.S. Armed Forces personnel with active duty service between
November 1, 1955 to May 15, 1975, regardless of location of service.

Vietnamwar50th.com





NATIONAL VIETNAM WAR VETERANS DAY 29 MARCH

*Join the Nation...
Thank a Vietnam Veteran
for Service to our Nation*

**U.S. Armed Forces personnel with active duty service
between November 1, 1955 to May 15, 1975,
regardless of location of service.**

vietnamwar50th.com

**NATIONAL
VIETNAM WAR
VETERANS
DAY**



29 March



**JOIN THE NATION...
THANK A VIETNAM VETERAN
FOR SERVICE TO OUR NATION**

U.S. Armed Forces personnel with active duty service between
November 1, 1955 to May 15, 1975, regardless of location of service.

vietnamwar50th.com

**NATIONAL
VIETNAM WAR VETERANS
DAY: 29 MARCH**

**Join the Nation...Thank a Vietnam Veteran
for Service to our Nation**

U.S. Armed Forces personnel with active duty service
between November 1, 1955 to May 15, 1975,
regardless of location of service.

vietnamwar50th.com

TAB E



COMMEMORATION OF THE 50TH ANNIVERSARY OF THE VIETNAM WAR

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Today, I lead our Nation in somber reflection as we continue the 13-year Commemoration of the 50th Anniversary of the Vietnam War that began in 2012. We salute our brave Vietnam veterans who, in service to our Nation and in defense of liberty, fought gallantly against the spread of communism and defended the freedom of the Vietnamese people.

Fifty years ago, in 1967, nearly 500,000 American troops served in South Vietnam, along with approximately 850,000 troops of our allies. Today, during Veterans and Military Families Month and as the Federal Government observes Veterans Day, I am in Vietnam alongside business and political leaders to advance the interests of America, and to promote peace and stability in this region and around the world. I cherish this opportunity to recall, with humility, the sacrifices our veterans made for our freedom and our Nation's strength.

During this Commemoration of the 50th Anniversary of the Vietnam War, we embrace our responsibility to help our Vietnam veterans and their families heal from the heavy toll of war. We remember the more than 58,000 whose names are memorialized on a black granite wall in our Nation's capital for having borne the heaviest cost of war. We also pay tribute to the brave patriots who suffered as prisoners of war, and we stand steadfast in our commitment not to rest until we account for the 1,253 heroes who have not yet returned to American soil.

To ensure the sacrifices of the 9 million heroes who served during this difficult chapter of our country's history are remembered for generations to come, I signed into law the Vietnam War Veterans Recognition Act of 2017, designating March 29 of each year as National Vietnam War Veterans Day. Throughout this Commemoration of the 50th Anniversary of the Vietnam War, and every March 29 thereafter, we will honor all those who answered our Nation's call to duty. We vow to never again confuse personal disapproval of war with prejudice against those who honorably wear the uniform of our Armed Forces. With conviction, our Nation pledges our enduring respect, our continuing care, and our everlasting commitment to all Vietnam veterans.

We applaud the thousands of local, State, and national organizations, businesses, and governmental entities that have already partnered with the Federal Government in the Commemoration of the 50th Anniversary of the Vietnam War. Because of their remarkable leadership and dedication, countless Vietnam veterans and their families have been personally and publicly thanked and honored in ceremonies in towns and cities throughout our country. During my Administration, I promise to continue coordinated efforts to recognize all veterans of the Vietnam War for their service and sacrifice, and to provide them with the heartfelt acknowledgement and gratitude that they and their families so richly deserve.

NOW, THEREFORE, I, DONALD J. TRUMP, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby confirm the commitment of this Nation to the Commemoration of the 50th Anniversary of the Vietnam War, which began on Memorial Day, 2012 and will continue through Veterans Day, 2025. I call upon all Americans to offer each of our Vietnam veterans and their families a thank you on behalf of the Nation, both privately and during public ceremonies and programs across our country.

IN WITNESS WHEREOF, I have hereunto set my hand this tenth day of November, in the year of our Lord two thousand seventeen, and of the Independence of the United States of America the two hundred and forty-second.

A large, stylized signature of Donald Trump is written in black ink at the bottom of the document.



COMMEMORATION OF THE 50th ANNIVERSARY OF THE VIETNAM WAR

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

As we observe the 50th anniversary of the Vietnam War, we reflect with solemn reverence upon the valor of a generation that served with honor. We pay tribute to the more than 3 million servicemen and women who left their families to serve bravely, a world away from everything they knew and everyone they loved. From Ia Drang to Khe Sanh, from Hue to Saigon and countless villages in between, they pushed through jungles and rice paddies, heat and monsoon, fighting heroically to protect the ideals we hold dear as Americans. Through more than a decade of combat, over air, land, and sea, these proud Americans upheld the highest traditions of our Armed Forces.

As a grateful Nation, we honor more than 58,000 patriots—their names etched in black granite—who sacrificed all they had and all they would ever know. We draw inspiration from the heroes who suffered unspeakably as prisoners of war, yet who returned home with their heads held high. We pledge to keep faith with those who were wounded and still carry the scars of war, seen and unseen. With more than 1,600 of our service members still among the missing, we pledge as a Nation to do everything in our power to bring these patriots home. In the reflection of The Wall, we see the military family members and veterans who carry a pain that may never fade. May they find peace in knowing their loved ones endure, not only in medals and memories, but in the hearts of all Americans, who are forever grateful for their service, valor, and sacrifice.

In recognition of a chapter in our Nation's history that must never be forgotten, let us renew our sacred commitment to those who answered our country's call in Vietnam and those who awaited their safe return. Beginning on Memorial Day 2012, the Federal Government will partner with local governments, private organizations, and communities across America to participate in the Commemoration of the 50th Anniversary of the Vietnam War—a 13-year program to honor and give thanks to a generation of proud Americans who saw our country through one of the most challenging missions we have ever faced. While no words will ever be fully worthy of their service, nor any honor truly befitting their sacrifice, let us remember that it is never too late to pay tribute to the men and women who answered the call of duty with courage and valor. Let us renew our commitment to the fullest possible accounting for those who have not returned.

Throughout this Commemoration, let us strive to live up to their example by showing our Vietnam veterans, their families, and all who have served the fullest respect and support of a grateful Nation.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim May 28, 2012, through November 11, 2025, as the Commemoration of the 50th Anniversary of the Vietnam War. I call upon Federal, State, and local officials to honor our Vietnam veterans, our fallen, our wounded, those unaccounted for, our former prisoners of war, their families, and all who served with appropriate programs, ceremonies, and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-fifth day of May, in the year of our Lord two thousand twelve, and of the Independence of the United States of America the two hundred and thirty-sixth.

A handwritten signature in black ink, which appears to be "Barack Obama", is written over a large, faint circular watermark of the Presidential Seal.



Proclamation

By the Governor of Alabama

WHEREAS, fifty years ago our nation ended military involvement in the Republic of South Vietnam, thus ending military involvement in what was then the longest war in our country's history; and

WHEREAS, it is important to honor the men and women who survived and the 58,260 men and women who gave their lives; and

WHEREAS, since their return, these veterans have contributed tremendously to their communities, their states and the nation; and

WHEREAS, as citizens of the great state of Alabama must never forget the pain and suffering that lingers today for the men and women who fought with honor and distinction, in the name of freedom and democracy for all; and

WHEREAS, today, we have the opportunity to be recognized as the first state to partner with the federal government, as well as our local city and county governments, private organizations, and communities across the great state of Alabama in the commemoration of the 50th Anniversary of the Vietnam War – a 13 year program to honor and give thanks to a generation of proud Americans who saw our country through one of the most challenging missions we have ever faced; and

WHEREAS, of the names listed on the Vietnam memorial wall there are 1,207 from the great state of Alabama; let us remember that it is never too late to pay tribute to the men and women of the great state of Alabama who answered the call of duty with courage and valor

WHEREAS, throughout this commemoration, let us strive to live up to their example by showing our Vietnam veterans, their families and all of the men and women who have served our country, the fullest respect and support of a grateful state and nation:

NOW, THEREFORE, I, Robert Bentley, Governor of Alabama, do hereby proclaim November 13, 2012 through November 11, 2025 as the commemoration of the

50th Anniversary of the Vietnam War

in the state of Alabama.



Given Under My Hand and the Great Seal of the Office of the Governor at the State Capitol in the City of Montgomery on the 13th day of November 2012.

Robert Bentley
Robert Bentley, Governor



STATE OF NEBRASKA



Proclamation

WHEREAS,

The Vietnam War was the longest war in United States history at the time resulting in over 50,000 men and women losing their lives of which nearly 400 were Nebraskans and of which all are forever inscribed in black granite at the National Vietnam Veterans Memorial; and

WHEREAS,

Nebraska claims an estimated 48,000 Vietnam veterans, many of which continue their service to their communities and fellow veterans today through volunteerism, counseling and camaraderie; and

WHEREAS,

Powerful emotions and memories of the Vietnam War for many manifest that although the war ended, the battle continues unseen for many of our Vietnam veterans and their families; and

WHEREAS,

Nebraska's Vietnam veterans and their families sacrificed much, asked for little and are deserving of our utmost respect and dedicated support; and

WHEREAS,

Sacrifices by our Vietnam veterans have improved all aspects of service for our modern warriors proving that our Vietnam veterans remain relevant mentors, leaders and heroes.

NOW, THEREFORE,

I, Dave Heineman, Governor of the State of Nebraska, DO HEREBY PROCLAIM the 1st day of November, 2013 through November 11, 2025 as the commemoration of the

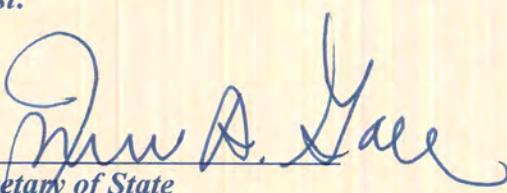
50TH ANNIVERSARY OF THE VIETNAM WAR

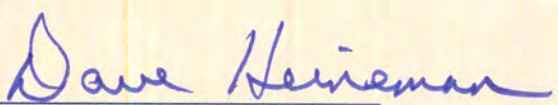
in Nebraska, and I do hereby urge all citizens to welcome home and thank all of Nebraska's Vietnam era veterans for their service. I ask all Nebraska's communities to recognize their local sons who gave their lives during the Vietnam War and continue education of all Nebraskans on the historical points of the conflict.

IN WITNESS WHEREOF, I have hereunto set my hand, and cause the Great Seal of the State of Nebraska to be affixed this First day of November, in the year of our Lord Two Thousand Thirteen.



Attest:


Secretary of State


Governor



State of New York

Executive Chamber

Proclamation

Whereas, as we honor all of the men and women who, throughout history, served in our nation's armed forces, New York State is proud to officially mark the re-opening of the Vietnam Memorial Gallery, located on the Empire State Plaza in our great Capital City of Albany, and join in the national commemoration of the 50th anniversary of the Vietnam War; and

Whereas, the dedication of the New York State Vietnam Memorial came two years after the National Vietnam Memorial was dedicated in November of 1982, and this historic occasion brought thousands of Vietnam War veterans to what was only the second state memorial specifically conceived and constructed to pay tribute to our Vietnam veterans, to chronicle the history of this long and difficult conflict, and to highlight various aspects of the war through exhibits and displays; and

Whereas, it was at dawn on the morning of May 26, 1984 that formal dedication ceremonies of the New York State Vietnam Memorial began with a listing of the names of over 4,000 New Yorkers lost in the war, followed by the official dedication proudly made by Governor Mario M. Cuomo; and

Whereas, with the re-opening of the New York State Vietnam Memorial, we are reminded of those courageous young New Yorkers who went off to fight half a world away, never to return; we recognize and thank all of our state's Vietnam veterans for their service – those who made the ultimate sacrifice, those who came home physically or emotionally scarred, and those who returned home safely to their loved ones; and

Whereas, we remember the men and women who so honorably served during more than a decade of fighting in the challenging terrains of Southeast Asia, where they faced extraordinary and unprecedented dangers; we will never forget their sacrifices in the name of freedom, and we value their continued service to their fellow veterans today, as they embody the motto of the Vietnam Veterans of America: "Never again will one generation of veterans abandon another";

Now, Therefore, I, Andrew M. Cuomo, Governor of the State of New York, do hereby proclaim May 28, 2012 through November 11, 2025 as the

COMMEMORATION OF THE 50TH ANNIVERSARY OF THE VIETNAM WAR

throughout the Empire State, in accordance with the officially designated national period of observance, with a special expression of gratitude to our Vietnam veterans for their service.



Given under my hand and the Privy Seal of the State at the Capitol in the City of Albany this seventh day of January in the year two thousand thirteen.

Governor

Secretary to the Governor

TAB F



The United States of America Vietnam War Commemoration



Join the Nation ... Thank a Vietnam Veteran!

The 2008 National Defense Authorization Act (Public Law 110-181 § 598) empowers the Secretary of Defense to conduct a program on behalf of the nation that commemorates the 50th anniversary of the Vietnam War. This law also authorizes the Secretary to coordinate, support and facilitate federal, state and local government commemorative programs and activities. To that end, “The United States of America Vietnam War Commemoration” was formed.

By presidential proclamation on May 25, 2012, the Commemoration extends from Memorial Day 2012 through Veterans Day 2025. Congress articulated five objectives for this Commemoration:

1. To thank and honor veterans of the Vietnam War, including personnel who were held as prisoners of war, or listed as missing in action, for their service and sacrifice on behalf of the United States and to thank and honor the families of these veterans.
2. To highlight the service of the Armed Forces during the Vietnam War and the contributions of federal agencies and governmental and non-governmental organizations that served with, or in support of, the Armed Forces.
3. To pay tribute to the contributions made on the home front by the people of the United States during the Vietnam War.
4. To highlight the advances in technology, science, and medicine related to military research conducted during the Vietnam War.
5. To recognize the contributions and sacrifices made by the allies of the United States during the Vietnam War.

According to the Department of Veterans Affairs, 9 million Americans served on active duty in the U.S. Armed Forces during the period of the Vietnam War; approximately 7 million are living today. To reach these large numbers, the Commemoration has enlisted the assistance of many thousands of Commemorative Partner organizations at the local, state and national levels to conduct hometown- centric events and activities that thank and honor Vietnam veterans and their families in their local communities.

Join the nation, become a Commemorative Partner and thank a Vietnam veteran today! Apply online at www.vietnamwar50th.com, where visitors can find more information and enjoy photos, videos and compelling Commemoration stories.

TAB G



Commemorative Partner Program

The Commemorative Partner Program is an organizationally based, hometown-centric, veteran-focused program designed for federal, state and local organizations to assist a grateful nation in thanking and honoring our Vietnam veterans and their families where they live and work. It is the primary vehicle by which our nation thanks and honors our Vietnam veterans and their families. Commemorative Partners participate by planning and conducting events or activities that recognize Vietnam veterans and their families' service and sacrifice. Commemorative Partners must commit to conducting two events or activities each year for a three-year period.

Commemorative events and activities should be dignified, memorable occasions that show a sensitivity and appreciation for the solemnity of war, the losses suffered by many and the sacrifices of all who served. Events or activities should meet one or more of the congressionally articulated objectives (below) of the program, and as a minimum, with an emphasis on the first:

1. To thank and honor veterans of the Vietnam War, including personnel who were held as prisoners of war or listed as missing in action, for their service and sacrifice on behalf of the United States and to thank and honor the families of these veterans.
2. To highlight the service of the Armed Forces during the Vietnam War and the contributions of Federal agencies and governmental and non-governmental organizations that served with, or in support of, the Armed Forces.
3. To pay tribute to the contributions made on the home front by the people of the United States during the Vietnam War.
4. To highlight the advances in technology, science, and medicine related to military research conducted during the Vietnam War.
5. To recognize the contributions and sacrifices made by the allies of the United States during the Vietnam War.

It costs nothing to become a Commemorative Partner. Organizations simply submit a completed application and Statement of Understanding (SOU). To obtain an application, organizations can visit www.vietnamwar50th.com, then click on the Commemorative Partner Program tab for further information on how to apply. Once a completed application and SOU are submitted, the approval process should take no longer than 30 days. Partners are kept informed through electronic notifications. Once approved, organizations will receive a starter kit consisting of a Commemoration flag, Commemorative Partner certificate, and other materials. Additionally, they will have authorization to use The United States of America Vietnam War Commemoration Commemorative Partner seal for approved purposes and access to the Commemorative Partner Portal to order additional materials for events.

- For questions regarding the application process: whs.vnwar50th_cpp@mail.mil
- For online application forms:
www.vietnamwar50th.com/commemorative_partners/online_application_forms
- To download printer-friendly application forms:
www.vietnamwar50th.com/commemorative_partners/application_forms