

Vietnam War Commemoration "SITREP"

2019 – Issue 3



"Join the Nation ... thank a Vietnam veteran!"

Monday, April 29

Dear Commemorative Partners,

Once again, your *unwavering* commitment to lead Americans everywhere in *thanking and honoring Vietnam veterans and their families*, especially on and around [National Vietnam War Veterans Day](#), was – and remains – inspirational! More than **1,000 commemorative events** in support



of **March 29, 2019** brought joy to the faces of an estimated **300,000 attendees**. Communities joined together, lauding and encouraging **174,000 Vietnam veterans**, most who had never before received their [Vietnam Veteran Lapel Pin](#).

808 broadcasts and **news articles** highlighting March 29 and Vietnam veterans reached **335 million** ... 218 million viewers of national broadcasts and 117 million readers of print media. **Presidential** and **Vice Presidential "tweets"** led the way to [#VietnamVeteransDay](#) becoming the March 29 **#1 "trending topic"** on Twitter!

In addition, the [Wreath-Laying Ceremony](#) at the [Vietnam Veterans Memorial](#) in Washington, D.C. was especially poignant, as the photo (at the right) of our director comforting a Gold Star daughter attests. Also, public service announcements by the Secretary of the [Department of Veterans Affairs](#) and each leader of the five [Military Services and the National Guard Bureau](#)



resonated around the world. *All told, it was a phenomenal day!*

We look forward to receiving your *after-action* reports via the [CP portal](#). Please remember to include your event photos for display on our website, and we would love to have you share photos and stories with us on our [Facebook](#) and [Twitter](#) pages, as well.

Superbly done, everyone! Thank you, for being a ...

Above & Beyond

Defense Commissary Agency
Military Exchanges (Five Services)
Department of Veterans Affairs



In support of March 29, 2019, these Commemorative Partners put forth an amazing effort. Cumulatively, they hosted **678 events** (64% of the total) thanking and honoring **115,000** Vietnam veterans and their families!

Thank you, ALL!

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