



# THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



## “SITREP” 2022 – Issue 2 Special Edition: 2021 in Review

Monday, January 31

*Dear Commemorative Partners,*

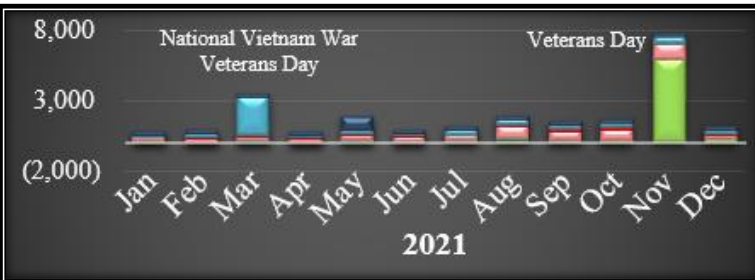
**Congratulations!** Since 2012, *you* have *inspired* and *united* millions of Americans to thank and honor **3.2 million** Vietnam veterans and their families during nearly **22 thousand** events in neighborhoods and communities across the country! In 2021 alone—**despite COVID**—more than **200 thousand** of these previously unsung heroes were safely honored during **1,732** events.

Thanks to your efforts, **Vietnam veterans** were highlighted **21,433** times in both traditional and social media last year! Americans “engaged” in **social media** through posting, tagging, sharing, or viewing videos about Vietnam veterans **more than 406 thousand times**. In fact, Commemoration content on Facebook and YouTube alone reached **3.5 million** view-screens.



Top Performing Social Media Post

Media Mentions by Month



### National Vietnam War Veterans Day

**March 29, 2021** resonated with the Nation as President and Dr. Biden (at left) visited the **Vietnam Veterans Memorial** to pay tribute to our service members who gave their lives in the Vietnam War and each of their families. Earlier that morning, Secretaries Austin and McDonough (at right) joined together for a national wreath-laying ceremony at **The Wall**. All in all, nearly **60 thousand** Vietnam veterans and their families were thanked and honored during **565 events** on and around **March 29**.



(L-R): DPAA Director Kelly K. McKeague, Secretary of Defense Lloyd J. Austin III, Secretary of Veterans Affairs Denis R. McDonough & former WHS Acting Director Thomas M. Muir

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





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**Starting in June**, we hailed the Services during their birthday months. From the [Army](#), [Marines](#), [Navy](#) and [Air Force](#), to our newest branch—the [Space Force](#), as well as the [Coast Guard](#) and [National Guard](#), we highlighted their significant involvement and sacrifices during the Vietnam War period.

**In August**, while underway on the *USS Constitution*, we were privileged to recognize **225 Vietnam veterans and their families** ...

*\*Photos by Patrick J. Hughes*



and American Gold Star Mothers, Gold Star Wives of America and the National Society of the Daughters of the American Revolution.



**\*AGSM**

- 15 AGSM chapters hosted 182 events, 2012-21
- 4,300 Vietnam veterans and families honored



**\*GSWA**

- 2 Vietnam Gold Star wives were honored for their unimaginable sacrifices



**\*NSDAR**

- 2,044 DAR chapters hosted 5,728 events, 2013-21
- 328,000 Vietnam veterans and families honored

Lisa Marie Brunner's resilient words echo powerfully, representing Gold Star Mothers everywhere ...

*We are not a club of grieving mothers to be pitied and coddled, but rather a stronger version of motherhood working to honor the legacy of our sons and daughters through service to others.*

We also took this opportunity to recognize the contributions and sacrifices of **3 of our 5 allies** in the Vietnam War –



**\*Republic of Korea**

- 1964-1973; more than 300,000 served
- At least 5,000 Killed in Action



**\*Commonwealth of Australia**

- 1962-1973; nearly 60,000 served
- More than 500 Killed in Action



**New Zealand**

- 1964-1972; nearly 5,000 served
- 37 Killed in Action

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**August also brought sorrow**, as we lost our dear friend and colleague, renowned war correspondent and co-author of *We Were Soldiers Once and Young*, [Joseph Lee Galloway](#). We invite you to view a [4-minute excerpt](#) from Joe’s final interview with us recorded during National Vietnam War Veterans Day.



Photo by Air Force Staff Sgt. Jack Sanders

**In September**, on [National POW/MIA Recognition Day](#), we remembered the hardships endured by Americans captured during the war, the loss of those still missing and unaccounted for, and the grief endured by more than **81 thousand families** awaiting news of their loved ones. Of that number —**1,584** (1,556 military and 28 civilian) remain from the Vietnam War. Deputy Secretary of Defense Kathleen H. Hicks (shown second from left), along with Defense POW/MIA Accounting Agency Director Kelly K. McKeague (far right) and staff, helped unveil the 2021 poster at the Pentagon on July 27.

**November marked Veterans Day**, and our partners thanked and honored more than 18,300 Vietnam veterans and their families during 223 special lapel-pinning ceremonies (see photos at right).



During a **November ceremony**, one of our 167 congressional partners stated, “These lapel pins are a token of gratitude from us to you for the service and the sacrifices you made. You know how many people have signed up to be pinned so far [in my district] – 1,500. I’ve been pinning and pinning and pinning.” Our congressional Commemorative Partners combined hosted **77 events in 2021** with planned outreach to **7,500 Vietnam veterans!**

Rounding out the year, **on December 17** we accepted—[on your behalf](#)—the **2021 Founder’s Award** from another of our remarkable Commemorative Partners, *Wreaths Across America*. This award recognizes those who “exemplify the mission to Remember, Honor, and Teach,” and who show active support of our Nation’s military and veterans. **You, as partners with us in this noble mission, exemplify each of those traits. Congratulations!**



2021 Founder’s Award

We invite everyone to visit our [website](#) for our new Year-in-Review video!

A quote from the Honorable Richard L. Armitage, Vietnam veteran and former U.S. Deputy Secretary of State, from his [Oral History Interview](#) (18:07-18:35) captures the **significant, yet often unrecognized, impact of the service and sacrifice of Vietnam veterans** –

*The former Prime Minister of Singapore Lee Kuan Yew one day said publicly to me that ‘you and your fellow veterans should feel quite proud. You may not have accomplished your objectives in Vietnam, but you accomplished your objectives in Southeast Asia. Because the rest of us—Malaysia, Indonesia, Singapore—were poised for a communist juggernaut, and you gave them the time—your sacrifice gave them the time—to develop beyond the reach of the communists.’*

~ *The United States of America Vietnam War Commemoration Staff* ~

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