

FEDERAL AGENCY GUIDELINES

FOR



MAY 31, 2010
3 P.M.

“This Nation does not forget.”
President George W. Bush

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“This Nation does not forget”
-President George W. Bush

Promotion and observance of *The National Moment of Remembrance*
3 p.m., local time, Memorial Day, May 31, 2010

The White House Commission on Remembrance encourages all Departmental Secretaries, Agency heads to promote and observe the *National Moment of Remembrance* on Memorial Day.

The “*Moment*” is an act of national unity to honor our fallen. All Americans, wherever they are, at 3 p.m. local time, are asked to pause for a moment of reflection honoring those who died in service to our country. A goal of the Commission is to put “Memorial” back in Memorial Day – according to Gallup, only 28 percent of Americans know the meaning of this noble American holiday.

Prior to Memorial Day- Ways to Promote From May 25-30

- ☆ **Promote the “*Moment*”:**
 - In routine announcements/memos/internal communications sent to all employees.
 - In the annual Memorial Day message from the Secretary or Agency head.
 - At public events that the Secretary, and Agency head may be participating.
- ☆ **Place the Commission logo on your website and link it to www.remember.gov.**
- ☆ **Download and use promotional items available www.remember.gov.**
- ☆ **Display *The National Moment of Remembrance* poster at building entrances and cafeterias.**
- ☆ **Encourage private sector vendors, contractors, and private-public partnerships to participate.**
- ☆ **Have your Public Affairs Office promote the “*Moment*.”**

On Memorial Day- Suggested Mentions

- ☆ **Before 3 p.m. on Memorial Day:**
 - During traditional speeches or events, Secretary or Agency head should remind the audience to observe the “*Moment*” later that day at 3 p.m.
- ☆ **At 3 p.m. on Memorial Day:**
 - If Secretary or Agency head is participating in a public event, invite the audience to stand and pause for a “*Moment*” to honor those who died in service to our Nation.
 - Have public facilities announce and observe *The National Moment of Remembrance*. The Commission’s musical video, audio or “Taps” may be played or a bell may be rung three times for the observance.

www.Remember.gov

- ☆ **Visit the National Moment of Remembrance website to download:**
 - Information for routine press briefings/releases/stories/ announcements
 - Talking points for Memorial Day messages
 - Promotional materials
 - Suggested memo to employees

Please e-mail the Commission to notify us of your participation in the National Moment on Remembrance.
The Commission will list agency activities on its website.
Contact the Commission at: commission@remember.gov

MEMO TO: All DOD Employees

FROM: Deputy Secretary of Defense

SUBJECT: MEMORIAL DAY “**THE NATIONAL MOMENT OF REMEMBRANCE**”

GOAL: The goal of **The National Moment of Remembrance** is for Americans to pause in unity at 3 p.m., local time, wherever they are on Memorial Day, for a *Moment* of reflection and commitment to give back to our country---live honoring America’s fallen.

BACKGROUND:

Memorial Day (first called Decoration Day) began in 1868 to remember those killed in the Civil War. Since World War I, Memorial Day has been a time to honor all those who died in service to our Nation, from the Revolutionary War to the present.

A Gallup Poll revealed that only 28% of Americans know the meaning of Memorial Day and most view it as a “day off” rather than a day to connect with our Nation’s history by honoring those who gave their lives for us. Congress asked the Nation to join together to put the “Memorial” back in Memorial Day, promoting unity among Americans and reclaiming this holiday of remembrance as the noble event for which it was intended.

Congress established The White House Commission on Remembrance, an independent government organization to ensure that the *Moment* would become a new American tradition. The Federal Government has a special responsibility to educate present and future generations about the personal commitment and sacrifice made by our fallen heroes for all of us.

The Presidential Proclamation directs all executive departments and agencies to promote **The National Moment of Remembrance** and encourages citizens to observe it on every Memorial Day.

WHAT YOU CAN DO:

Alone or with family and friends – observe the “*Moment*” at 3 p.m., local time, on Memorial Day, May 31, 2010. Stop wherever you are and pause to think about those who paid for our freedom with their lives. Commit to give back to our country---live honoring America’s fallen.

Ask at least three others to remember – members of your organization, family, friends, church, neighborhood, or other organizations to which you belong or influence, to observe the “*Moment*”.

This is a “*Moment*” of reflection and commitment to give back to America in memory of our fallen. Your participation in this shared remembrance will help to unite the country in putting the “Memorial” back in Memorial Day and demonstrate gratitude and respect for those who died so that we may live in freedom.

Observing *the National Moment of Remembrance* 3 p.m. local time, Memorial Day, May 31, 2010

Information for routine /press briefings/releases/stories:

- On Memorial Day, Major League Baseball games will stop, train whistles around the nation will blast, trumpets will resonate and Americans throughout the country, wherever they are, will pause for the Memorial Day **National Moment of Remembrance** at 3 p.m. local time in honor of those who died in service to our country.
- This is a “*Moment*” of reflection and rededication to give back to our country in memory of the fallen.
- The “*Moment*” is an act of national unity and is not intended to replace the traditional Memorial Day observances. Its goal is to put “Memorial” back in Memorial Day and rededicate ourselves to giving back to our country – only 28 % of Americans know the meaning of this sacred holiday.

Suggested remarks for speeches before Memorial Day (May 25-30):

Before I leave you, please allow me to comment on an act of unity all Americans should observe—*The National Moment of Remembrance* on Memorial Day. Not too long ago, when a group of school children was asked what Memorial Day means, they replied, “That’s the day the pools open!”

We need to put “memorial” back in Memorial Day. As this special day approaches, let us reflect on the freedoms we all enjoy for which many have died. To any families in the audience of our fallen heroes who gave their hearts to this country, I say thank you. We owe you and your loved ones our heartfelt gratitude and more.

Unite with fellow Americans and pause at 3 p.m., wherever you are, on Monday, May 31st. It is a moment of reflection and rededication to give back to America in memory of our fallen.

For more information, visit: www.remember.gov

Suggested remarks for speeches given before the “*Moment*” on Memorial Day at traditional ceremonies or events

Today at 3 p.m. wherever you are, please pause for the Memorial Day *National Moment of Remembrance* established by Congress. This is a “*Moment*” of reflection and rededication to give back to our country in memory of America’s fallen. You will be demonstrating your gratitude for those who died for us. One Nation, One Moment—let us never forget.

Suggested Announcement for the “*Moment*” at 3 p.m. on Memorial Day

On this Memorial Day, please pause now and join fellow Americans in the National Moment of Remembrance in honor of America’s fallen. One Nation, One Moment—let us never forget.