



*The White House Commission  
on Remembrance*

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Washington, D.C. 20006  
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TO: All Governors

FROM: Carmella LaSpada  
Executive Director  
The White House Commission on Remembrance

We, the people, bury our heroes with the promise to remember. The Congress of the United States created the *National Moment of Remembrance* to reach Americans with one simple message – **Don't forget the real meaning of Memorial Day to honor our fallen.** No other holidays would be possible without the sacrifices of the brave men and women who died for freedom since the founding of our Nation. We ask your help to unite the country for the *National Moment of Remembrance* on Memorial Day.

The goal is to put “Memorial” back in Memorial Day. When I asked children what Memorial Day means, they responded: “That’s the day the pool opens.” A Gallup Poll revealed that only 28 percent of Americans know the meaning of this noble holiday.

Americans are asked to observe the *National Moment of Remembrance* wherever they are at 3 p.m., local time, on Memorial Day. It is a time of remembrance honoring America’s fallen and to make a commitment to give back to our country in their memory.

The White House Commission on Remembrance was established by Congress (PL 106-579) to promote the values of Memorial Day throughout the year.

For additional information, visit the downloads link under *National Moment of Remembrance* at [www.remember.gov](http://www.remember.gov) and please create a link on your website.

We appreciate your cooperation in our mission of remembrance. For all the fallen, let us make this Nation one.



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# **GOVERNOR GUIDELINES**

## **FOR**



**MAY 26, 2008**  
**3 P.M.**

**CONTACT:** THE WHITE HOUSE COMMISSION ON REMEMBRANCE  
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WASHINGTON, DC 20006

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# ***NATIONAL MOMENT OF REMEMBRANCE GOVERNOR***

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**SUGGESTED MAYOR'S PROCLAMATION FOR  
THE *NATIONAL MOMENT OF REMEMBRANCE***

**PROCLAMATION**

WHEREAS, Memorial Day has been officially celebrated in our Nation since May 1868 as a way of honoring and remembering the sacrifices of those brave men and women who gave their lives in service to our country.

WHEREAS, Memorial Day is perhaps the most important American holiday. No other holidays would be possible without those who died for freedom since the founding of our Nation.

WHEREAS, We seek to provide a sense of history to our citizens and ensure that younger generations understand the sacrifices made to preserve our liberties.

WHEREAS, The White House Commission on Remembrance was established by Congress to reach Americans through the *National Moment of Remembrance* with one simple message – **Don't forget the real meaning of Memorial Day to honor our fallen.**

WHEREAS, The *National Moment of Remembrance* does not replace traditional Memorial Day events; rather it is an act of national unity in honor of our fallen. In this shared remembrance, we connect as Americans.

WHEREAS, The *National Moment of Remembrance* should be observed citywide on Memorial Day, the *Moment* is to encourage all citizens of (city) to pause in honor of our fallen. It is a time of remembrance and rededication to the values of our country.

WHEREAS, I call upon the departments and agencies of (city) to promote this nationwide Memorial Day tribute.

NOW, THEREFORE, I (Mayor of city) do hereby proclaim Memorial Day, May 26, 2008 as a day for all to participate in the *National Moment of Remembrance* and designate 3 p.m., wherever you are, as a time to pause and unite in remembrance. For all the fallen, let us make this Nation one.

This twenty-sixth of May, in the year of our Lord two thousand and eight.



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**HOW TO PROMOTE  
THE NATIONAL MOMENT OF REMEMBRANCE  
Prior to Memorial Day**

☆ **Mention the *Moment*:**

- At news briefings before Memorial Day (week of May 19)
- In routine internal communications to all employees
- In the annual Memorial Day message from the governor
- At public events where the governor will speak (including graduations)
- On the governor's website

☆ **Place The White House Commission on Remembrance logo on State Department/Agency/Bureau website and link it to [www.remember.gov](http://www.remember.gov)**

☆ **Download and use promotional items available at [www.remember.gov](http://www.remember.gov)**

- Flyers / Posters / Doorknob Hangers
- "On This Day", a one-minute musical video or audio

☆ **Encourage the participation of private sector vendors, contractors, and private-public partnerships in the *Moment* by official memo.**

☆ **Each State Department/Agency/Bureau Public Affairs Office assist in promotion of the *Moment*.**

**On Memorial Day**

☆ **Before 3 p.m. on Memorial Day:**

- During governor's Memorial Day speeches at events, remind the audience to observe the *Moment* at 3 p.m.

Suggested comments:

"Today at 3 p.m. wherever you are, please pause for the Memorial Day *National Moment of Remembrance* established by Congress. The *Moment* is a time of remembrance for America's fallen and to make a commitment to give back to our country in their memory. It is an act of national unity that connects us as Americans. For all the fallen, let us make this Nation one. Thank you."

☆ **At 3 p.m. on Memorial Day:**

- Have all open buildings/facilities/locations to announce and observe the *National Moment of Remembrance*. The Commission's musical video, audio or Taps may be played for the observance.
- If governor 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.

Suggested comments:

"May I have your attention. Please join us on this Memorial Day for the *National Moment of Remembrance* established by Congress. In honor of those who died for our freedom, please place your hand over your heart. For all the fallen, let us make this Nation one. Thank you."



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**SUGGESTED NEWS CONFERENCE MEDIA ADVISORY**  
**PROCLAIMING**  
**THE *NATIONAL MOMENT OF REMEMBRANCE***

**Putting the “MEMORIAL” back in MEMORIAL DAY**

- PURPOSE:** To promote awareness of the *National Moment of Remembrance* and to encourage all citizens of (state) to unite in remembrance on Memorial Day.
- WHEN:** Any day from May 20-25  
(Time to be determined by Governor)
- WHERE:** State capitol, Governor’s office or other appropriate location
- WHAT:** **(NAME OF GOVERNOR)** is promoting the *National Moment of Remembrance* mandated by Congress to encourage Americans to reflect on the meaning of Memorial Day. The Governor asks all citizens of **(STATE)** to observe the *National Moment of Remembrance* in accordance with Public Law 106-579. All are asked to pause, wherever they are at 3 p.m., local time, on Memorial Day to honor our fallen.
- WHY:** The idea of the *Moment* was born when children visiting Washington, DC were asked what Memorial Day means. They responded, “That’s the day the pool opens!” A Gallup Poll revealed that only 28% of Americans know the meaning of Memorial Day and that most view it as a “day off” rather than a day to connect with our nation’s history and our fallen. The goal is to put the “Memorial” back in Memorial Day, unifying Americans in remembrance of our fallen and to make a commitment to give something back to our country in their memory. Visit [www.remember.gov](http://www.remember.gov)
- PARTICIPANTS:** Governor and children from (elementary school and high school)



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**SUGGESTED NEWS CONFERENCE IMPLEMENTATION/FORMAT  
PROCLAIMING THE *NATIONAL MOMENT OF REMEMBRANCE***

*Monday, May 26, 2008*

*For implementation of this event:*

1. Arrange for room in State Capitol, governor's office or other appropriate place.
2. Arrange for microphone.
3. Arrange for local high school student bugler to play "Taps."
4. Arrange for school children to read the "**Roll Call of Remembrance**" and sing National Anthem.
5. Invite representatives of veterans service organizations.
6. Place U.S. flag and State flag behind the speaker's podium.

*Event format:*

- |          |  |
|----------|--|
| 1 min.   | <b>Welcome and announcement of the <i>National Moment of Remembrance</i><br/>Proclamation</b><br><i>Governor</i> |
| 2 min.   | <b>Introduction of Guests (representatives of veterans service organizations)</b><br><i>Governor</i>             |
| 1-2 min. | <b>Roll Call of Remembrance</b><br><i>Schoolchildren from local elementary school</i>                            |
| 24 sec.  | <b>"Taps"</b><br><i>Bugler from local high school</i>  |
| 2 min.   | <b>Closing remarks –Introduction of the National Anthem</b><br><i>Governor</i>                                   |
| 1 min    | <b>National Anthem</b><br><i>School children</i>   |

Total Time is approximately **15 minutes**.



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**SUGGESTED NEWS CONFERENCE SCRIPT AND  
GOVERNOR'S REMARKS PROCLAIMING  
THE NATIONAL MOMENT OF REMEMBRANCE**

**Event:** The *National Moment of Remembrance* Proclamation Announcement

**Date, Time & Place:** Monday (May 19, 2008); (time to be determined locally);  
State capitol, governor's office or other appropriate place

**Welcoming remarks by Governor**

Thank you all for coming. Next Monday is Memorial Day, a day when many Americans will join family and friends at beaches, picnics, ball games, and other places for a day of fun that has come to mark the beginning of summer. We can, and should, enjoy the day and the freedom to participate in these activities. However, we must also remember the true meaning of Memorial Day: honoring those who died in service to our country. In an effort to put the "Memorial" back in Memorial Day, I have issued a Memorial Day Proclamation that on Memorial Day, May 26, 2008 all (**residents of state**), wherever they are at 3 p.m. to unite in the *National Moment of Remembrance*. This is a time of remembrance and rededication to the values of our country.

**Introduction of guests**

We would like to introduce our honored guests.  
(Gold Star Mothers, Gold Star Wives and Veterans Service Organization Representatives)

**Roll Call of Remembrance**

We are pleased to have students with us from (**Name of school**). As the children read the Roll call of Remembrance, let us reflect on those who died for our freedom since the founding of our Nation. The roll call will be followed by "Taps" played by (**Name**) from (**Name of school**).

<i>(First student)</i>	<i>(Second Student)</i>
With honor and pride we remember those who died in the:	☆ World War II
☆ Revolutionary War	☆ Korean War
☆ War of 1812	☆ Vietnam War
☆ Mexican War	☆ Gulf War
☆ Civil War	☆ Conflicts and Incidents
☆ Spanish American War	☆ Peacekeeping Missions
☆ World War I	☆ War on Terrorism
	<i>(a bell is rung after each is read)</i>

**Closing Remarks-Introduction of the National Anthem**

In the early 1800's, England began attacking American ships at sea and capturing our sailors. Responding to the aggression, Congress declared war on England in June of 1812. In 1814, England burned much of Washington, DC including the White House. The following month, the English navy was on the river near Baltimore, MD. Francis Scott Key, a young lawyer, was sent out to the British ships by President James Madison to seek the release of a prisoner, Dr. William Beanes. Key succeeded, but was required to spend the night as the British assault on Baltimore's Ft. McHenry began. The English fleet shelled the fort all day and night on September 13<sup>th</sup> and the Americans in the harbor were afraid the fort would fall. The next morning, however, a large American flag was seen above the fort. Key thought that the battle was lost. The sight of the flag inspired him to write a poem, originally called "The Defense of Ft. McHenry," which we now know as "The Star-Spangled Banner." In 1931, those immortal words officially became our national anthem.

Our flag still flies over Ft. McHenry and throughout the land. We should all be thankful for the sacrifices made that day in 1812 and all those who have died throughout our history for freedom. Wherever you are at 3 p.m. on Memorial Day, pause and unite with fellow Americans in remembrance of our fallen. America is the land of the free because it is the home of the brave.

Please stand as (choir/person) leads us in the National Anthem.



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**Governor (NAME) Proclaims a Memorial Day  
Moment of Remembrance**

**FOR IMMEDIATE RELEASE**

Today, Governor (NAME) called on the citizens of (STATE) to pause for a *Moment of Remembrance* on Memorial Day to reflect on those who sacrificed for our freedoms. Governor (NAME) signed a proclamation calling on citizens of (STATE) to pause wherever they are at 3 p.m., local time, on Memorial Day. The *Moment* is a time of remembrance for America's fallen and to make a commitment to give something back to our country in their memory.

The goal is to put "Memorial" back in Memorial Day. A Gallup Poll revealed that only 28 percent of Americans know the meaning of this noble holiday. The Governor noted that the *Moment* does not replace traditional Memorial Day events; rather it is an act of national unity to honor our fallen. In this shared remembrance, we connect as Americans. He/she expressed hope that speakers at traditional Memorial Day ceremonies earlier in the day will encourage participation in the *National Moment of Remembrance*.

Congress established The White House Commission on Remembrance (Public Law 106-579) in 2000. Its purpose is to promote the *Moment* and the values of Memorial Day by acts of remembrance throughout the year.



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MEMO TO: ALL EMPLOYEES  
FROM: GOVERNOR \_\_\_\_\_  
SUBJECT: *NATIONAL MOMENT OF REMEMBRANCE* ON MEMORIAL DAY  
PAUSE AT 3PM WHEREVER YOU ARE

**WHAT:**

The *National Moment of Remembrance*, formally established by Congress, asks Americans wherever they are at 3 p.m., local time, on Memorial Day to pause in an act of national unity. The *Moment* is a time of remembrance for America's fallen and to make a commitment to give something back to our country in their memory.

**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 become a time to honor all those who died in service to our Nation throughout the history.

The idea for the *Moment* was born when children touring the Nation's Capital were asked by the Commission's Director what Memorial Day means and responded, "That's the day the pool opens." A Gallup Poll revealed that only 28% of Americans know the meaning of this noble holiday and most view it as a "day off" rather than a day to connect with our Nation's history and values. We need to put "Memorial" back in Memorial Day. The *Moment* does not replace traditional Memorial Day events; it is an act of national unity to honor our fallen. In this shared remembrance, we connect as Americans.

(STATE) 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.

Accordingly, I direct all state departments and agencies to promote the *National Moment of Remembrance*.

**WHAT YOU CAN DO:**

Wherever you are, alone or with family and friends – observe the *Moment* at 3 p.m., local time, on Memorial Day, May 26, 2008. Pause for a *Moment* to think about those who paid for our freedom with their lives and make a commitment to give back to our country in their memory.

Ask others to remember – relatives, friends, church, neighborhood, or co-workers to observe the *Moment*.

Your participation in this shared remembrance will help to unite the country and demonstrate gratitude and respect for those who died so that we may live in freedom.

It can be informal as ringing a bell to mark the *Moment*. Bells have a very significant symbol—from proclaiming liberty throughout all the land to the marking of a passing soul.

Visit [www.remember.gov](http://www.remember.gov).

***“The mystic chords of memory, stretching from every battlefield and patriot grave to every living heart... should swell into a mighty chorus of remembrance, gratitude and rededication on this solemn occasion.”***

*Abraham Lincoln*



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**AMERICANS ASKED TO UNITE IN REMEMBRANCE ON MEMORIAL DAY AT 3P.M. FOR  
THE *NATIONAL MOMENT OF REMEMBRANCE* ESTABLISHED BY CONGRESS**

*Citizens to pause at 3 p.m. for a Moment to reflect on the sacrifices of our fallen*

WASHINGTON, DC— On Memorial Day, May 26, at 3 p.m., local time, Major League Baseball games will stop, Amtrak train whistles will blast across the nation and hundreds of other nationwide participants will ask Americans to pause for the *National Moment of Remembrance*. Mandated by Congress, the *Moment* unites the country in remembrance of our fallen.

Patriot Partners include NASCA, Unions, VA Hospitals, Wal-Mart, National Grocers Association, the National Constitution Center, the Liberty Bell, the Statue of Liberty, Ellis Island, the Empire State Building, and the International Space Station.

The National Association for Music Education, Bugles Across America and The Getzen Instrument Company have arranged for volunteer buglers to play Taps for the *Moment* in places such as hospitals, retirement communities, national parks, thoroughbred racing, bus terminals, nursing homes, beaches and grocery stores. Echoes of remembrance will sound across America.

All citizens, wherever they are at 3 p.m., local time, alone or with family and friends are asked to pause for a *Moment* of reflection. The *Moment* is a time of remembrance for America's fallen and to make a commitment to give something back to our country in their memory.

The goal is to put "Memorial" back in Memorial Day. A Gallup Poll revealed that only 28 percent of Americans know the meaning of this noble holiday. The *Moment* does not replace traditional Memorial Day events; rather it is an act of national unity in which all Americans can participate wherever they are at 3 p.m.

"We ask Americans to contemplate those things that bind us – our freedom and those who died to preserve it." said Carmella LaSpada, Director, White House Commission on Remembrance.

The President, in his Memorial Day Proclamation, calls on the people of the United States to observe the *National Moment of Remembrance*.

The White House Commission on Remembrance was established by Congress (PL 106-579) to promote the values of Memorial Day by acts of remembrance throughout the year. The major initiative of the Commission is the *National Moment of Remembrance*. For more information, visit [www.remember.gov](http://www.remember.gov).

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