



*The White House Commission
on Remembrance*

1750 New York Avenue NW
Washington, D.C. 20006
Office : (202) 783-4665
Fax : (202) 783-1168
commission@remember.gov

TO: All Mayors

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 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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MAYOR 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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FAX: 202-783-1168
Email: commission@remember.gov



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NATIONAL MOMENT OF REMEMBRANCE MAYOR GUIDELINES

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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 mayor
- At public events where the mayor will speak (including graduations)
- On the mayor's website

★ **Place The White House Commission on Remembrance logo on City Department/Agency/Bureau website and link it to www.remember.gov**

★ **Download and use promotional items available at 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 City Department/Agency/Bureau Public Affairs Office assist in promotion of the *Moment*.**

On Memorial Day

★ **Before 3 p.m. on Memorial Day:**

- During mayor'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."

★ **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 mayor is participating in a public event, invite the audience to stand and pause for this *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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**Mayor (NAME) Proclaims the Memorial Day
*Moment of Remembrance***

FOR IMMEDIATE RELEASE

Today, Mayor (NAME) called on the citizens of (CITY) to pause for the *Moment of Remembrance* on Memorial Day to reflect on those who sacrificed for our freedoms. Mayor (NAME) signed a proclamation calling on citizens of (CITY) 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 Mayor noted that the *Moment* 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. 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: MAYOR _____

SUBJECT: *NATIONAL MOMENT OF REMEMBRANCE* ON MEMORIAL DAY
PAUSE AT 3 P.M. 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.

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.

“ 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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CONTACT: Benjamin Barbin
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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.

" 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."

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