

75TH ANNIVERSARY OF THE END OF WWII



“Remember...and be inspired”

AMERICA IS DISPIRITED

- ✘ American society is more deeply divided politically than perhaps never before in our history.
- ✘ America's global prestige and moral authority are at an historic low, weakening its power to influence events around the world.
- ✘ America is increasingly unable to respond effectively to existential threats that require the political will to resolve.
- ✘ Americans of all political persuasions are losing confidence in our democratic institutions, endangering our nation's future.

THE ENDURING POWER OF “AMERICA’S GREATEST GENERATION” TO INSPIRE

- ✘ The respect and admiration that virtually all Americans have for our WWII generation continues to be a uniquely powerful “common denominator” that is shared by the Left and Right, Red and Blue, young and old.
- ✘ The qualities that made our Greatest Generation “great” can be a means for restore civility, accountability and national unity to America and preparing our youth for the challenges they will face during the 21st century.

WHAT MADE THE GREATEST GENERATION “GREAT?”

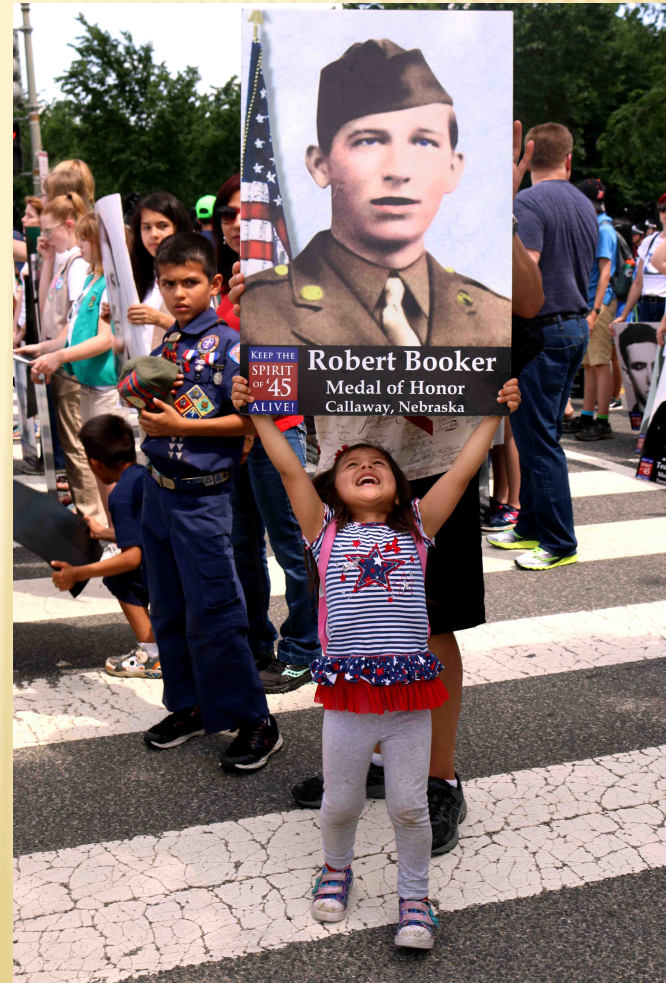
- ✘ a spirit of national unity that puts the future of the country - and the world - before partisan politics
- ✘ an understanding of America's global responsibility as the leader of the free world
- ✘ a deep appreciation of America's democratic institutions, and the importance of civic engagement at all levels of society
- ✘ a willingness to sacrifice for the good of others, especially the less fortunate and vulnerable

HOW DO WE KEEP THE SPIRIT OF THE MEN AND WOMEN OF OUR WWII GENERATION ALIVE?



THE OPPORTUNITY... AND THE CHALLENGE

- ✘ A campaign to educate and inspire the public to revive and embrace the positive values of our “Greatest Generation” in time for a national commemoration of the 75th anniversary of the end of WWII in 2020
- ✘ A systematic top down – grassroots “movement” focusing on families of the WWII generation and youth



KEEP THE SPIRIT OF '45 ALIVE - MISSION

To promote public awareness and participation in Spirit of '45 Day – an annual national day honoring the values and achievements of the men and women of the World War II generation.

To ensure that their legacy of selfless courage, shared sacrifice, “can-do” spirit, global leadership and national unity will continue to inform and inspire future generations of Americans – especially the youth of our country.

BACKGROUND

- ✧ August 14, 2008- Spirit of '45 Day introduced during WWII History & Heritage Symposium on the Queen Mary in Long Beach, CA
- ✧ Memorial Day 2009 – Ernie Borgnine calls for a national campaign to establish Spirit of '45 Day during ceremony at National World War II Memorial
- ✧ August 14, 2009 – Tony Curtis (Bernie Schwartz) and Edith Shain kick announce Spirit of '45 Day campaign in Times Square
- ✧ January 10, 2010 – NY Yankee legend/WWII veteran Jerry Coleman kicks off Spirit of '45 Day national campaign with public event on USS Midway in San Diego
- ✧ August 6, 2010 – U.S. Congress unanimously passes Spirit of '45 Day honoring the men and women of WWII generation during the second weekend in every August
- ✧ August 14, 2010 – First Spirit of '45 Day celebrated in communities and during Major League Baseball games throughout America on the 65th anniversary of the end of WWII
- ✧ August 14-16, 2015 – Spirit of '45 Day coalition leads international 70th anniversary commemoration with around the world Tribute, proclamations by all 50 state governors, and more than a thousand community events
- ✧ September 18, 2015 – Keep the Spirit of '45 Alive receives Hoyt S. Vandenberg Award from Secretary of the U.S. Air Force

SPIRIT OF '45 DAY “FOUNDING FATHERS”



Hollywood legend and Navy veteran (1935-1945) Ernest Borgnine with Edith Shain, “the Times Square Nurse.” Youth carry photos of Dan Inouye and Frank Lautenberg, two last WWII veterans to serve in the Senate, who introduced Spirit of '45 Day in the United States Congress where it was passed unanimously in 2010.

ANNUAL CYCLE OF SPIRIT

- ✖ Q1 – National Rosie the Riveter Day (March 21)
 - + Girl Scouts organize events at Spirit of '45 Rosie the Riveter Memorial Rose Gardens in all Congressional Districts (beginning in 2018)
- ✖ Q2 – Spirit of '45 Memorial Day of Service (Washington, D.C.)
 - + Youth Leaders Conference (Service & Sacrifice)
 - + March of Heroes (National Memorial Day Parade)
- ✖ Q3 – Spirit of '45 Day (second weekend in August)
 - + Events in communities throughout America
 - + Observances during Major League Baseball games
 - + Around the world wreath laying ceremony Tribute
- ✖ Q4 – Spirit of '45 Day Veterans Day parade entries (November 11)
 - + New York City parade
 - + National network of participating parades

Creating national network of Rosie the Riveter Memorial Rose Gardens featuring new Rosie the Riveter Rose.



Goal is to have a Garden in each Congressional District by Rosie the Riveter Day, March 21, 2020. More than 100 Gardens have been planted since March 2018.

Partnership with the National Park Service, American Rose Society, American Rosie the Riveter Association, Women in Manufacturing, Girl Scouts of America, and other groups that organize activities on Spirit of '45 Day to honor the legacy of the women who worked on the Home Front during WWII.



QUARTER 1: HONORING THE WOMEN WHO SERVED ON THE HOME FRONT

Hundreds of youth from as far away as Hawaii and France come to Washington D.C. to take part in the annual Spirit of '45 Memorial Day of Service.

Participants honor the sacrifices of the more than 400,000 Americans who made the ultimate sacrifice defending freedom and democracy during WWII by carrying their photos in the National Memorial Day Parade.

The Day of Service concludes with a wreath laying ceremony at the National WWII Memorial in front of the Wall of Gold Stars.



QUARTER 2: SPIRIT OF '45 MEMORIAL DAY OF SERVICE

Since 2010, hundreds of communities across America have observed Spirit of '45 Day with celebratory and commemorative events and activities, ranging from '40's style swing dances to public wreath laying ceremonies.

The National Park Service promotes an annual Rally for Rosie the Riveter lookalikes,

More than 7,000 buglers have volunteered to perform "Taps" as part of an annual around the world tribute to America's Greatest Generation that begins in the Philippines and continues westward through Europe and across the US, ending in the National Cemetery of the Pacific in Hawaii.



QUARTER 3: SPIRIT OF '45 DAY (SECOND WEEKEND IN AUGUST)

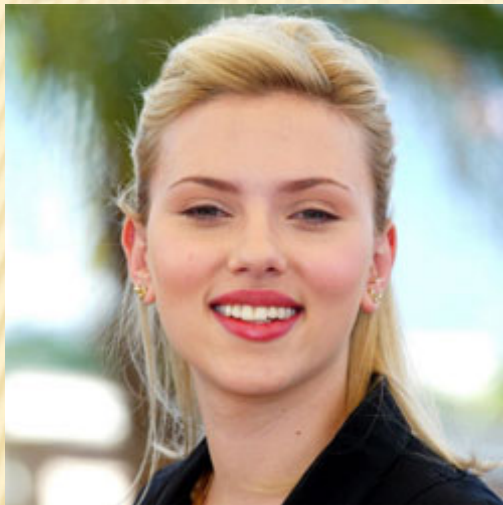
Veterans Day parades in more than a dozen cities now have Spirit of '45 Day entries that feature youth carrying poster sized photos of WWII veterans from their families and local communities.

More than 400 youth march each year in the New York City Veterans Day Parade – the nation's largest – which is forming a national network working with parades across the nation, providing them guidelines on how to include a Spirit of '45 Day entry to represent their WWII veterans.



QUARTER 4: SPIRIT OF '45 DAY ENTRIES IN NATION'S VETERANS DAY PARADES

SUPPORT FOR SPIRIT OF '45 DAY



PROMOTING PUBLIC AWARENESS



Full page ad in August 14 edition of USA Today listing Spirit of '45 Day events.
Spirit of '45 Day observed during Major League baseball games.

PUBLIC ENGAGEMENT STRATEGIES

- ✗ Goal: to remind the public that there are tens of millions of American' who “share the DNA” of our Greatest Generation and are defacto stewards of their legacy
- ✗ WWII Wall of Honor Project
 - + Collecting photos of WWII veterans to be displayed on National Mall in 2020
 - + Partnering with youth groups (e.g. Scouts), schools (National History Day., American Battle monuments Commission)
- ✗ Timed Square Kiss Project
 - + Collecting photos of couples who married during/after WWII
 - + Annual Kiss mosaic video shown in Times Square on August 14
- ✗ Spirit of '45 Day Community Events
 - + Swing dances
 - + Wreath laying ceremonies
 - + Major League Baseball observances
- ✗ Spirit of '45 Day entries in Veterans Day Parade
- ✗ Recruit celebrity spokespersons
- ✗ Engage America's WWII Allies, countries liberated in 1945
- ✗ Around the world Tribute on Sunday, August 16, 2020
- ✗ Major League Baseball channel (NFL for Veterans Day)
- ✗ Documentary film “What Made Them Great” – for release by 2020



WWII 75TH ANNIVERSARIES LEADING UP TO 2020

- ✖ Eisenhower appointed Supreme Allied Commander (Dec 24, 1943)
- ✖ D-Day (June 6, 1944)
- ✖ Battle of the Bulge (Dec 1944 - Jan 1945)
- ✖ Iwo Jima (Feb 1945)
- ✖ End of War in Europe (May 8)
- ✖ Okinawa (May – June 1945)



“WITHOUT KIDS, THERE IS NO HISTORY...”

- WWII VETERAN



Help us continue the work of our Greatest Generation: to ensure a better future for the children of America and the world, and their children's children

SPONSORSHIP LEVELS

- ✖ National Presenting Sponsor \$100,000
 - + National Gold Star Sponsor \$ 75,000
 - + National Silver Star Sponsor \$ 50,000
 - + National Bronze Star Sponsor \$ 25,000
- ✖ State Presenting Sponsor \$25,000
 - + State Gold Star Sponsor \$ 15,000
 - + State Silver Star Sponsor \$ 10,000
 - + State Bronze Star Sponsor \$ 7,500
- ✖ Community Sponsor \$5,000
 - + Community Gold Sponsor \$ 3,500
 - + Community Silver Sponsor \$ 2,000
 - + Community Bronze Sponsor \$ 1,000
- ✖ Community Supporter \$45 - 999