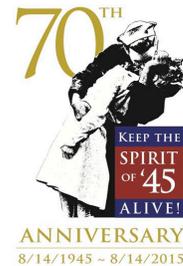


## For Immediate Release

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### **Members of the Greatest Generation gather in Times Square to announce preparations for nationwide commemoration of the 70<sup>th</sup> anniversary of the end of World War next year**

(August 14, 2014, Times Square, New York) A group of WWII veterans representing the nearly 17 million who served in uniform and the millions more who supported them on the Home Front, will be announcing plans for a nationwide commemoration next year of the 70<sup>th</sup> anniversary of the day US President Harry S. Truman announced that the war was over setting off spontaneous celebrations across America.



The announcement will be made during a press conference that will be held at the 42<sup>nd</sup>-43<sup>rd</sup> Broadway Plaza in Times Square on Thursday, August 14 at 10:00 A.M.

“August 14, 1945 was the Greatest Generation’s greatest day,” said Warren Hegg, whose father served in the Navy in the Pacific and whose mother worked as a Rosie the Riveter during the war. “Next year is a chance for us Baby Boomers to say ‘Thank you!’ for all our parents did to assure a better future for their children and the children of the world.” Hegg is part of a national campaign that is promoting the observance of a national Spirit of ‘45 Day honoring the WWII generation that was passed unanimously by Congress in 2010.

“There’s not too many of us still around. This is probably one of the last times for us to come together like this and to pass the torch to a new generation of young leaders,” said Abner Greenburg, 89, who was wounded on the beaches of Iwo Jima during in March 1945.

“It’s time for my generation to step up to the challenges of today. Men like Abner are a source of real inspiration for us,” said David Chambers, who was wounded in Afghanistan while serving two tours of duty as a Marine. Carpenter is working at the New York Stock Exchange while studying law at Fordham University on the new G.I. Bill.

“We need to assure that today’s returning veterans receive a warm welcome on their return home, especially those who have sustained injuries in service to our country,” said Pat Little, National Commander of the Military Order of the Purple Heart, an organization that represents those wounded or killed in combat.

“There was a collective feeling optimism and can-do spirit in America in 1945 that continued for many of us throughout our lives,” said Dr. Bruce Heilman, a Marine veteran of the battle of Okinawa. Heilman recently celebrated his 88<sup>th</sup> birthday by riding his motorcycle from Virginia to Alaska, and continues to serve as chancellor of the University of Richmond.

“We all felt a sense of responsibility to each other and tried to do make a meaningful contribution to our country,” said Harriet Thompson, 91, a former concert pianist and cancer survivor, who runs marathons to support leukemia research. Thompson and her husband will re-enact the famous kiss that was photographed in Times Square on August 14, 1945. Their wedding photo will be one of hundreds that will be included in a mosaic that will be displayed on Walgreens giant screens throughout the day.

“It’s very important that the young people of our country feel a connection to our generation,” said Dr. Roscoe Brown, Jr, who was a member of the legendary Tuskegee Airmen, and later served for 30 years as a trustee of the Boys and Girls Clubs of America. “We need them to become the ‘ordinary heroes’ who can pull together to meet the challenges America faces today.”

Also attending the Times Square kick off will be representatives of the United War Veterans Council of New York, the Air Force Association, the Navy League, the Girl Scouts of America and other groups that are organizing activities planned for next year’s commemoration including a “Kissathon” in Times Square on August 14, 2010, a nationwide flyover of WWII vintage aircraft, and a round the world wreath laying ceremony.



Video mosaic of “the kiss seen ‘round the world’ composed of more than 1000 wedding photos from the 1940’s is displayed each year on Walgreens Times Square store on August 14 on the anniversary of “the Greatest Generation’s Greatest Day.”



Original photo of the “Times Square Kiss” taken August 14, 1945. Note Walgreens store son the left.



A 26 ft version of the Kiss was displayed in Times Square on the 65<sup>th</sup> anniversary of the end of WWII in 2010, and is slated to return in 2015.