

KEEP THE
SPIRIT
OF '45
ALIVE!

LEADERSHIP WEEKEND

2013 National Spirit of '45 Campaign

February 14-17, 2013

San Diego, CA

HONORING THE GREATEST GENERATION



WWW.SPIRITOF45.ORG





**...salutes the men and women
of the World War II generation
for preserving freedom
and making history.**

www.history.com

WELCOME TO SAN DIEGO!

In August 2010, Congress unanimously voted in favor of a national “Spirit of ‘45 Day” honoring the legacy of the men and women who were the “ordinary heroes” of the World War II generation.

“Spirit of ‘45 Day “ is now observed in hundreds of communities throughout America on the second Sunday in every August, aligning with the anniversary of August 14, 1945 - the day President Harry S. Truman announced that World War II was over - the Greatest Generation’s Greatest Day.

On that day, as the world rejoiced at the news that the most destructive war in history had ended, the United States assumed the leadership for laying the foundations for a better future for its children and their children’s children, for former friend and foe alike. Life magazine published an iconic photo of a joyous sailor kissing a nurse in New York’s Times Square that has become the symbol of “Spirit of ‘45 Day,” calling the year 1945 “the hinge of history” as a new world was born and with it a new America.

Every town and city has a story of August 14, 1945 to tell. The surviving members of the generation that endured the difficult times of the Great Depression, achieved victory in WWII, and then went on to rebuild the world, are now departing, but the memory of their extraordinary achievements lives on in the family histories of their descendants. “Spirit of ‘45 Day” provides us an opportunity to remind us of their courage, shared sacrifice, and commitment to service so that their example of national unity and community can inspire future generations of Americans, especially our nation’s youth.

Each year, a select group of individuals, representing organizations that have a commitment to preserving the story of the Greatest Generation, are invited to come to San Diego during second week in February to share their experience and ideas for continuing to build public awareness and participation in “Spirit of ‘45 Day.”

This year, 100 participants representing more than 200 organizations have come together from 33 states to discuss how to continue to build on the momentum of the past three years as we prepare to commemorate the 70th anniversary of the end of WWII with a national celebration on the weekend of August 14 - 15 -16, 2015.

Highlights of this year’s National Leaders Conference will be the presentation of our first Community Spirit Award, a Tribute to the Honor Flight Network and its Founder Earl Morse, and the dedication of the new 25 ft Seward Johnson sculpture depicting the “Times Square Kiss” that will stand in San Diego Harbor as a permanent symbol of “Spirit of ‘45 Day” for America and the world.

A message from Jerry Coleman, Spirit of '45 Day Spokesman

It is my great pleasure to welcome you to San Diego for what promises to be a truly historic weekend.

We are honored to have so many distinguished organizations represented at this year's National Leaders Conference, and to have representatives from more than 30 states. Together, you bring a diversity of perspective and ideas that will enhance all of our individual efforts to keep the Spirit of '45 in our respective communities.

National Spirit of '45 Day has been steadily gaining traction, during the past two years as hundreds of communities, from the East Coast to Hawaii, have organized events and activities to observe this new annual day to honor the achievements and legacy of service of the men and women of the World War II generation. I've been personally very pleased that my colleagues in Major League Baseball are observing National Spirit of '45 Day in August each year.

2012 was an important anniversary for me personally: in June 1942, I signed with the New York Yankees. However, like baseball legends Bob Feller, Hank Greenburg and so many others, I put my big league dreams on hold to serve my country. I was fortunate to have come home safely and live my dream by having a more than 70-year career in professional baseball.

America is experiencing some difficult times right now, and people, especially our youth, need to have the confidence that we have the ability to come together again and work towards a better future for all. The example of the men and women of the World War II generation is the inspiration we need as we tackle the challenges of today.

I consider the five years I spent serving my country to have been the most important thing that I have done in my life. This is why I am proud to have been asked to be a spokesman for National Spirit of '45 Day, and why I am eager to meet all of you during your stay here in San Diego. You are the ones who are making it happen!

Thank you for helping to keep their Spirit alive in America! Semper Fi!



Honorary Conference Chairman



Jerry Coleman is the only Major League Baseball player to have served in combat in both WWII and the Korean War. He flew 120 missions as a Marine pilot, earning two Distinguished Flying Crosses. Jerry was the MVP of the World Champion New York Yankees in 1950. He has been the "Voice of the San Diego Padres" since 1972.

A Message from Jerry Yellin, Spirit of '45 Day Spokesman

I am proud to have been asked to be a national spokesman for Spirit of '45 Day. During WWII I served in WWII as a P51 fighter pilot flying escort and strafing missions from the island of Iwo Jima over Japan. On August 14, 1945, as celebrations of joy and relief were breaking out all over America at the news learned the war had ended, I was flying the last combat mission over the Japanese island of Honshu.

In America, it was a day of great national unity and shared community, as our country turned from the terrible work of war to begin to rebuild a better future for the world. It was a time when everyone felt connected to each other and had a common duty to make the world a better place, for ourselves, our children and our children's children. Despite a national debt that was more than 125% of our gross national product at the time, America found the resources welcomed home the millions of us who served with the G.I. Bill and other programs to ease our transition to civilian life and to start our lives. These farsighted policies laid the foundations for the creation of the greatest economy in the history of the world. In an act unprecedented in history, America reached out to both our allies and our former enemies in Europe to help them get back on their feet with the Marshall Plan.

Spirit of '45 Day is an opportunity for all Americans to remember the sacrifices and sense of common duty to one another that is the legacy of the men and women who were the 'ordinary heroes' of the WWII generation, people who had endured the difficult times of the Great Depression, WWII and struggled to build a more peaceful world.

We did not succeed in all the things we set out to achieve, nor were we by any means perfect, but we did our best to leave the world a better place and to try to set an example for those who would follow us, to inspire them to build on what we achieved and to help America become an even greater country.

Spirit of '45 Day is also an opportunity to remind us that we have an obligation to all those who we ask to serve in the cause of defending freedom and democracy, and to assure that they, too, are welcomed home with the compassionate understanding and support that they deserve. More than 400,000 Americans did not return from the WWII. My friend, 2nd Lt. Phillip Schlamborg of Brooklyn, NY, who flew with me on the day WWII ended, was killed, making him the last casualty of the most destructive war in history.

For many of us who did return, the memories of the horrors of war continued to weigh heavy on our minds and hearts, as we suffered from what is now referred to as Post Traumatic Stress Disorder. I personally witnessed the deaths of 16 men during WWII, memories that linger in my mind even today. You never forget the horrific waste of war.

Having had to deal with PTSD myself for decades, I am now involved in helping today's returning veterans with a program called Operation Warrior Wellness in the hope that they will be better able to cope with this potentially debilitating condition and lead productive and happy lives. For me, this my way of keeping the Spirit of '45 alive by caring for today's generation of veterans who are trying to find peace on their return home.

So please take time on the second Sunday in August to observe Spirit of '45 Day with your family and your community as together we reflect on what our country can achieve when it is truly united, and recommit ourselves to becoming the best that America can be. Thank you.



Jerry



THE 70TH ANNIVERSARY OF THE END OF WORLD WAR II A VISION FOR AUGUST 14-15-16, 2015

Preliminary plans for a national commemoration of the 70th anniversary of the end of World War II will be discussed during the 2013 Spirit of '45 Day National Leaders Conference.

Currently under discussion are the following (all titles tentative):

- Friday, August 14 – Opening celebration in Times Square (25 ft sculpture, jumbo screens, flash mobs, etc. and wave of federal, state and municipal proclamations)
- Saturday, August 15 – National Salute to the Greatest Generation Concert (nationally televised, similar to annual PBS Memorial Day Concert, venue TBD)
- Sunday, August 16 – Farewell Tribute nationwide cross country wreath laying ceremony, with world's largest performance of "Taps" (e.g. 1,945 buglers)
- Individual state and community events and activities
- 2013 – 2014 -2014 National Road Tour to gather first hand memories of America on August 14, 1945 (i.e. "Our Town" project)
- Aerial photo of Times Square Kiss in Midwest (Iowa?)
- Spirit of '45 Day documentary with world premiere on weekend of August 14 -16
- '40's USO celebratory events at classic Amtrak train stations (e.g. Kansas City's Union Station, Philadelphia's 30th Street Station, New York City's Grand Central Station, etc.)
- Baseball in WWII Programs at all Major and Minor League stadiums
- WWII History Museums & Heritage Group signature events:
 - Air Power National Fly Over by WWII vintage aircraft
 - Naval Power Salute by Historic Navy Ships Association (with active duty ships)
 - Ground Forces National Rally (cross country caravan with motorcycle escort)



United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, N.W.
Washington, D.C. 20240

Mr. Warren Hegg
Spirit of 45

Dear Warren,

As you know, I will not be able to attend the wonderful event in San Diego this year. Believe me, if there were anyway possible for me to be there, it would be there to celebrate with you.

What you and your organization are doing to engage young people in history is truly remarkable. Those of us who have toiled in the vineyards for years to keep the importance of our history front and center for Americans, think that what you have done and are doing to interest youth—by channeling their fascination with digital technology into learning about history—is truly remarkable. I also know from talking to many veterans that connecting the next generation with the “Greatest Generation” is an incredibly important experience for them as well.

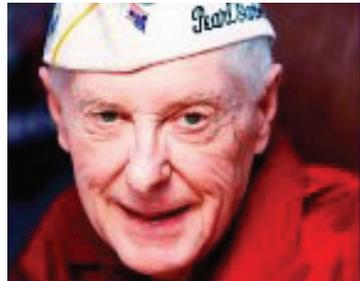
Please know that while I am not able to be there in person, I am with you in spirit this weekend.

Sincerely,

Robert K. Sutton, Ph.D.
Chief Historian, National Park Service



Dr. Sutton meets Spirit of 45 Day founder
Pearl Harbor Survivor Layton Warn, Dec. 7, 2007



Layton Warn, 91
Aug. 4, 1921- Jan. 28, 2013

CA STATE PARTNER



Conversations with History

AFRICAN AMERICANS IN WWII

KEEP THE SPIRIT OF '45 ALIVE!

Carl Clark, 96, WWII Navy Veteran

Mr. Clark was on board the USS Aaron Ward when it was hit by six Kamakazis in May 1945.

Join us for a panel discussion with members of the African American community as they reflect on their experience in World War Two.

The public is encouraged to bring wartime photos of those who served in WWII

February 21, 2013 - 3:00 pm

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2012 COMMUNITY SPIRIT AWARD RECIPIENT



New York City Atria Resident
married on Feb 14th, 1944.

CONFERENCE AGENDA

Thursday, February 14, 2013

**VITAS Valentine Day Mixer
Honoring the Couples of World War II
Starlight Room, Bristol Hotel
5:30 – 7:30 PM**

*Linda Laurie - National Events Coordinator
Kathy Tinsley - San Diego Spirit of '45 Community Coordinator
Barbara Jensen - Oregon Spirit of '45 Day Representative
Joy Beebe - WWII War Bride (U.K.)
Thad Jaracz - VITAS Innovative Hospice
Special Guest: Mayor of San Diego Bob Filner*

Friday, February 15, 2014

**Group Working Sessions
San Diego Hall of Champions
San Diego Balboa Park
9:00 AM – 4:30 PM**

Welcome and Opening Overview – 9:00 – 10:00 AM

*The Honorable Bob Filner - Mayor of San Diego
Admiral Mac McLaughlin - President and CEO, USS Midway Museum
Jerry Coleman - Spirit of '45 Day National Spokesman
Jerry Yellin - Spirit of '45 Day National Spokesman
Nell Calloway - Executive Director, Chennault Aviation & Military Museum*

Spirit of '45 Day 2012

Linda Laurie - National Events Coordinator

"Keep the Spirit of '45 Alive!"

Robert Corpus - National Youth Programs Coordinator

Spirit of '45 Day 2015

Warren Hegg - National Projects Coordinator

Introductions and Expectations – 10:00 – 11:00 AM

Youth Engagement – 11:00 AM - noon

Discussion Leaders

*Jaime Sawatsky - Rocky Run Middle School, Fairfax, VA
Valerie Pfundstein - New York, NY
Teri Simas - San Diego Girl Scouts
Vanita Rae Smith - Hawaii Spirit of '45 Day Representative
Susan Howe - Honor Flight Arizona
Robert Corpus - National Youth Program Coordinator
Kelly Estes - Associate National Youth Program Leader
Rohini Venkatraman - Stories of Service
Karl Zingheim - USS Midway Museum*

Lunch

Noon – 1:00 PM

Community Engagement - 1:00 – 2:00 PM

Discussion Leaders

Dave Williams - Fold3.com

Kathy Phoenix, Carole Quakenbush, Myra Williams, John Forreth & Lindsay Hale

VITAS Innovative Hospice

Karen Carter - Dignity Memorial

Cara Slider & Donna Herbst – Atria Senior Living

Rob Griffith, Andrea Kentopian, Radhika Hathi & Sandra Wood - CareMore

Jon Yuspa – Honor Flight Reno

WWII Museums & Heritage Groups - 2:00 – 3:00 PM

Discussion Leaders

Jerry Yellin, National Spokesman

Nell Calloway, Executive Director – Chennault Aviation & Military Museum

James Whitehead, Jr. Maj. Gen USAF (ret) & Larry Jobe - Flying Tigers Historical Organization

Larry Turner & Debbie McKinion – Commemorative Air Force Museum

Harry “T” Geier – Planes of Fame

Lori Crown – Honor Flight Kern County/Reno Air Races

Jonathan Williams & Craig Post - USS Iowa Museum

Paul Dyson, Jaclyn Hawse & Jackie McCormick - USS Missouri

Paul Haley & Charles “Hop” Hopkins - US Navy Memorial

Ruth Jackson, Tuskegee Airmen Archives, University of California – Riverside

Jesse Thompson, Stu Hedley & Al Bordenlos - Pearl Harbor Survivors

Murray Lee – San Diego Chinese Historical Museum

Pete Stanek – Global Alliance for Preserving the History of WWII in Asia

Keeping the Spirit of '45 Alive – Today! - 3:00 – 4:00 PM

Discussion Leaders

Chris Busch & Julie Busch - David Lynch Foundation

Maxine Giannini, Keith Lee & Kelly Estes - Family Historians,

Ron Spratt – TAPS (Tragedy Assistance Program for Survivors)

Amy Roby & Marilee Swirczek - Always Lost

Laura Spencer – post 9/11 Gold Star Moms

Paula Stoeke, President – The Sculpture Foundation

Denise Goolsby – The Desert Sun

Honor Flight Regional Network - 4:00 – 4:30 PM

Discussion Leaders

Mark Grams, Jim Kliese, Paula Nelson & Renee Riddle - Stars & Stripes Honor Flight (WI)

Tracy Huff & Christina Jaynes - Alamo Honor Flight (San Antonio, TX)

Grant & Tammy Thompson - Indy Honor Flight (Indianapolis, IN)

Dave Smith, Monte Montemarano - San Diego Honor Flight

Andrew Schiaveito – Philadelphia Honor Flight

Susan Howe & Nancy Page – Arizona Honor Flight

Honor Flight – The Movie Reading Theatre

Gaslight District

7:30 – 9:00 PM

Special Guest: Earl Morse, Founder – Honor Flight Network

Mike VanCampen - Honor Flight Kansas

Julie Brightwell – Honor Flight Ohio

Saturday February 16, 2013

**Spirit of '45 Day Statue Dedication Ceremony
"Greatest Generation Walk" San Diego Harbor
10:00 – 11:30 AM**

Admiral "Mac" McLaughlin, President & CEO – USS Midway Museum
Distinguished Guest: The Honorable Zhao Shangsen, Consul General People's Republic of China
Ms Miranda Hope

**Group Working Sessions (cont.)
San Diego Veterans Museum & Memorial, Balboa Park
1:00 – 3:30 PM**

Planning Your 2013 Spirit of '45 Day Event - 1:00 – 2:00 PM

Discussion Leaders

Robert Corpus, Sarah Connor-Brown, Cindy Shoen & Joe Gonsales – History San Jose
Ron Bykowski & Ronnie Reber – McHenry, IL
Dan DeMarco, Teri Simas & Kathy Tinsley – San Diego
Bob McNabb & Bill and Janet Goodreau – Visalia, CA
Daniel & Monique LaCroix – InnerPeace Design
Kathy Helgason & Nathan Schwebach – ThomasArts Marketing

Planning the National 70th Anniversary Commemoration – 2:00 – 3:00

Discussion Leaders

Warren Hegg – National Projects Coordinator
Mark Grams, Jim Kliese, Paula Nelson & Renee Riddle - Stars & Stripes Honor Flight (WI)
Presentation by GMR Marketing

**"Spiritfest!" '40's Style Dinner Dance
Berkeley Maritime Museum (upper deck)**

6:00 – 9:30 PM

Hosts Harlan Boll, Kate Linder & The Swinging Blue Stars
And Tribute to the Late Patty Andrews of the Andrew Sisters

Sunday, February 17, 2013

**Closing Session
Veterans Museum & Memorial, Balboa Park
9:00 – 11:30 AM**

Brunch with Pearl Harbor Survivors – 9:00 – 10:00 AM

National Wreath Laying Ceremony/Memorial Day - 10:00 – 11:00 AM

Discussion Leaders

Ron Bykowski, Gene Ramsay & Auston O'Neill, Jr. – Bugles Across America

Farewell & Taps - 11:00 – 11:30 AM

Jack Harkins-San Diego United Veterans Council
Vanita Rae Smith, Jerry Yellin, Kelly Estes, Paul Haley, Stu Hedley, Chris McIntyre, Robert Corpus
San Diego 82nd All Airborne Association Honor Guard

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KEEP THE
SPIRIT
 OF '45
ALIVE!

THANKS TO THE CIVIC LEADERS OF SAN DIEGO WHOSE GENEROUS DONATIONS HAVE MADE THE VISION OF A PERMANENT SYMBOL OF SPIRIT OF '45 DAY IN "AMERICA'S FINEST CITY" A REALITY.

- Admiral "Mac" McLaughlin, President & CEO, USS Midway
- Malin Burhnam, Philanthropist
- Douglas F. Manchester, Publisher, U-T San Diego
- Jim Slattery, Founder and CEO of Millennium Labs
- Tom Sudberry, Chairman of Sudberry Properties
- Jeff Bradley, CEO, Sudberry Properties
- Bob Wilson, Principal Owner, Fish House Restaurant



ON BEHALF OF ALL THE FAMILIES
 OF AMERICA'S GREATEST GENERATION,
 WE SALUTE YOU.



FEBRUARY 14-17, 2013 | San Diego, CA

Keeping the Spirit of '45 Alive Calendar

Annual Quarterly Events

Each year, we facilitate high profile events to help engage youth and their communities in helping to raise public awareness and participation in the observance of "Spirit of '45 Day" in August.

- **Spirit of '45 National Leaders Conference – February, San Diego**

Organizations that are playing key roles in supporting the observance of "Spirit of '45 Day" meet for intensive working sessions to review progress to date and finalize plans for the coming year. This highly interactive invitation only gathering provides an opportunity to recognize groups and individuals for their outstanding contributions to the national collaborative effort. The Conference concludes with an annual "Spiritfest!" – a celebratory evening of '40's style music and ambiance, and a wreath laying ceremony to honor the members of the Greatest Generation who have passed away during the previous 12 months.

- **Spirit of '45 Memorial Day of Service – May, Washington, DC**

Youth volunteers honor the more than 400,000 Americans who made the ultimate sacrifice during WWII by carrying poster sized photos of 400 men and women who lost their lives during the war in the National Memorial Day Parade. They gather for a briefing at the Navy Memorial, and then proceed with their photos to the steps of the National Archives for a group photo and a performance by members of Bugles Across America, before forming a "Keep the Spirit of '45 Alive!" entry in the nation's largest Memorial Day Parade and march 10 blocks up Constitution Avenue to the National World War II Memorial where they place red, white and blue carnations in a wreath in front of the Wall of Gold Stars.

- **National Spirit of '45 Day Events – August, Washington, DC and New York City**

On the second Sunday in August, a 120 ft "Wall of Honor" is unveiled in Washington, D.C. front of the National World War II Memorial comprised of 1,945 photos of WWII veterans who have passed away during the previous 12 months. At the end of the Day, buglers perform "Taps" at a wreath laying ceremony in front of the Lone Sailor statue at the US Navy Memorial, in honor of Ernie Borgnine and all those who served in the seaborne services during WWII;

On August 14 – the anniversary of the "kiss seen around the world" – the photos of couples who were married during the '40's are displayed in Times Square to honor the men and women who built the families that made America strong in the postwar era and whose children and their children's children will forever be indebted for what they did for their country and the world.

The photos are archived by [Ancestry.com](https://www.ancestry.com)/[Fold3.com](https://www.fold3.com), as a public service.

- **Veterans Day Parades – November: NYC, San Diego, etc.**

Hundreds of youth form “Keep the Spirit of ’45 Alive!” entries in their local Veterans Day Parade from New York City to San Diego carrying photos of their family’s WWII veterans or those from their community. This project is one of the ways to introduce a new generation of young people to “Spirit of ’45 Day” and to inspire them to “honor the Greatest Generation through service throughout the coming school year.

Ongoing Community Engagement Programs

Thanks to the growing number of partners who are helping to keep the Spirit of ’45 alive, several ongoing programs have been developed to help engage more people in this national project to restore a sense of shared community and preserve our history.

- **WWII Wall of Honor** – the public is being invited to submit the portrait photos of men and women who served in uniform during WWII so that they can be permanently archived by Fold3.com and made available for use in banners, posters, and other uses.
- **Couples of WWII** – families of men and women who got married during the ’40s are invited to send in photos of them so they can be archived in a special album by Fold3.com and become part of a mosaic of the “Times Square Kiss” that is displayed in Times Square each year on August 14.
- **Our Town – August 14, 1945 (2013)** – The public is being invited to share stories and photos that document what happened in their community on the day World War II ended so that they can be preserved as a permanent memory of this defining event in world history.
- **Growing Up During WWII (2014)** – To involve more young people in helping to keep the Spirit of ’45 alive, a national program is being developed to encourage them to find out who in their family tree participated in the events of WWII so that they can honor them each year on Spirit of ’45 Day and Veterans Day. A video contest inviting young people to learn what their peer group did during WWII and what Spirit of ’45 means to them as they prepare to deal with the challenges of their generation.

“Keep the Spirit of ’45 Alive!” Social Media

The Spirit of ’45 Day web site and Facebook pages provide a “virtual village” for groups and individuals to share information and ideas on how to keep building public awareness and participation in this new annual day of remembrance and national renewal. Descriptions of Quarterly Events and Community Engagement Programs are posted, as well as helpful resources like the Spirit of ’45 Event Planning Toolkit, information about signage, marketing materials, and even a template for the Official Spirit of ’45 Day cake!



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- LA Times



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PRODUCER - WISCONSIN ERIC SCHROEDER CO-PRODUCERS HAWK JENSEN CHANDLER TUTTLE

www.HonorFlightTheMovie.com





2013 SPIRIT OF '45
LIFETIME ACHIEVEMENT AWARD
Earl Morse



SAVE THE DATE!

THIS MEMORIAL DAY...



HONOR AMERICA'S GREATEST GENERATION

Monday, May 27, 2013

Youth (ages 12-20) are invited to take part in a Day of Service honoring the memory of the men and women of the World War II generations!

11AM

Briefing line up at the Navy Memorial (701 Pennsylvania Ave Northwest Washington, DC 20004)

PRE-MARCH CEREMONY

IPM National Archives Steps

Join Honorary Grand Marshals *General Chuck Yeager*, *Gary Sinese* and other VIPs for the Opening Ceremonies for the National Memorial Day Parade starting at 1 PM on the steps of the National Archives.

MARCH IN THE NATIONAL MEMORIAL DAY PARADE!

2PM - 3PM Constitution Avenue from 7th to 17th Street (Approx

400 youth will carry enlarged portrait photos of these American heroes as they march in America's largest Memorial Day Parade alongside the Spirit of '45 float carrying veterans of World War II.

We are inviting the public to sit on the Archives steps during the Parade, holding photos of the faces of the young men and women who lost their lives in service during the post 9/11 wars in Afghanistan and Iraq, as well as those who made the ultimate sacrifice in other wars, as a way of honoring Gold Stars families of all eras and remind America of the true meaning of Memorial Day.

Contact National Park Service:

Madelyn_Yates@nps.gov

202.690.5155



WWW.SPIRITOF45.ORG

The Memorial Day of Service is part of the "Keep the Spirit of '45 Alive!" initiative to establish an annual national day honoring the legacy of the men and women of the World War II Generation,

Youth Participating are eligible for
6 hours of community service

SIGN UP TODAY!



Joseph Gawler's Sons Inc.



THIS VETERANS DAY...

Join us in honoring our nation's World War II veterans at local Veterans Day activities across America!



11-11-13



WWII veteran Vince Schoenstein & Kelly Estes, grand-niece of KIA Doolittle Raider Don Fitzmaurice, lead the 2012 Veterans Day Parade in San Jose.



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17

1st Annual Spirit of '45 Cross Country Tour

34 Days. 30 States. 10,000 Miles.





1945—First U-Haul® Trailer Built by Navy Veteran to Satisfy Needs of Returning WWII Vets

Since 1945, U-Haul has been serving the do-it-yourself moving household. Like many other successful ventures, the concept for U-Haul was generated out of need. After World War II, there existed a widespread need for do-it-yourself moving equipment on a one-way, nationwide basis. U-Haul co-founders L.S. "Sam" Shoen and his wife, Anna Mary Carty Shoen, recognized that need and acted upon it. Their visionary approach shared the cost of ownership among many users, facilitating the mobility of the population of the U.S. and Canada. The covered wagon of the pioneers morphed into orange U-Haul trailers. In the process, an industry was born. Today U-Haul proudly sponsors various veterans groups and military support organizations throughout the world.



PAT TILLMAN FOUNDATION



STORIES of SERVICE



KEEP THE SPIRIT OF '45 ALIVE!



Memorial Day Parade
Wash. D.C.



Colorado
34 Days. 30 States. 10,000 Miles!



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TRANSPORTATION FOR THE 2012 SPIRIT OF '45 CROSS COUNTRY TOUR
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We are delighted to participate with Keep the Spirit of '45 Alive! in honoring the veterans of WWII



"With this work, I wanted to evoke a time of unity, a time without the divisiveness of today. The moment captured in this work encapsulates the spirit of having fought a successful campaign defending our values." - Seward Johnson (shown center above)

THE SCULPTURE FOUNDATION

2525 MICHIGAN AVE, SUITE A6
SANTA MONICA, CA 90404
† 310.264.2400 f 310.264.2403

info@sculpturefoundation.org
www.sewardjohnson.com
www.sculpturefoundation.org

Unconditional Surrender by Seward Johnson © 2004, 2005 The Sculpture Foundation

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Remember the Homefront!



KEEP THE SPIRIT OF '45 ALIVE!
salutes those who powered the
Arsenal of Democracy!



ARRA
American
Rosie the Riveter
Association



ARRA Founder Dr. Fran Carter poses with her husband John and Ron Shaw, our Spirit of '45 Traveling Evangelist and the 25 ft Spirit of '45 Day statue when they stopped in Bucksville, AL, en route to San Diego, CA on Tuesday, February 5, 2013.

WWW.ROSIETHERIVETER.NET



FEBRUARY 14-17, 2013 | San Diego, CA

THANK YOU MAJOR LEAGUE BASEBALL
FOR KEEPING THE SPIRIT OF '45
ALIVE IN AMERICA!



The San Jose Giants are the first Minor League team to begin observing Spirit of '45 Day to remind their fans of professional baseball's WWII heritage!



Anchors Aweigh!

Keep the Spirit of '45 Alive is proud to be working with the United States Navy Memorial to honor the legacy of those who served in Navy Blue!



70TH ANNIVERSARY OF USS IOWA - 1943-2013



STORIES *of* SERVICE

Keep the Spirit of '45 Alive! was born out of Stories of Service, a program dedicated to mobilizing young people to preserve the legacy of those who have served.

Youth producers work directly with veterans and others who have served our nation to produce Digital Stories (short personal videos) about their experiences. These videos are shared with the public on the Internet, at public events, and at schools, libraries, museums and memorials.

One of our goals is for Stories of Service to be introduced to every veterans home in America, to preserve the personal stories of those who served in World War II and other eras, before they are lost forever.

www.stories-of-service.org

Stories of Service is a program of the Digital Clubhouse Network, a 501(c)3 non-profit organization.



NHD
NATIONAL
HISTORY DAY

Stories of Service and Keep the Spirit of '45 Alive encourage you to support National History Day's efforts to mobilize America's youth to preserve our History and Heritage!

WWW.NHD.ORG

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THANK YOU

Walgreens



Walgreens was in Times Square on the day of the historic kiss and is helping to keep the Spirit of the Greatest Generation by honoring them on the anniversary of their greatest day. Walgreens national network of more than 6,000 stores are now being invited to help celebrate Spirit of '45 Day in their community.



Times Square jumbo screen -- Walgreens hosted the Spirit of '45 Couples Event in Times Square on August 14, 2012



Walgreens donated 100 poster of local WWII vets that Girl Scouts carried in the San Diego Veterans Day Parade.



Indy Honor Flight with photo posters donated by their Walgreen's during visit to WWII Memorial in September 2012.



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OF '45
ALIVE!

Harold "Skip" Adams

Spirit of '45 Day National Spokesman

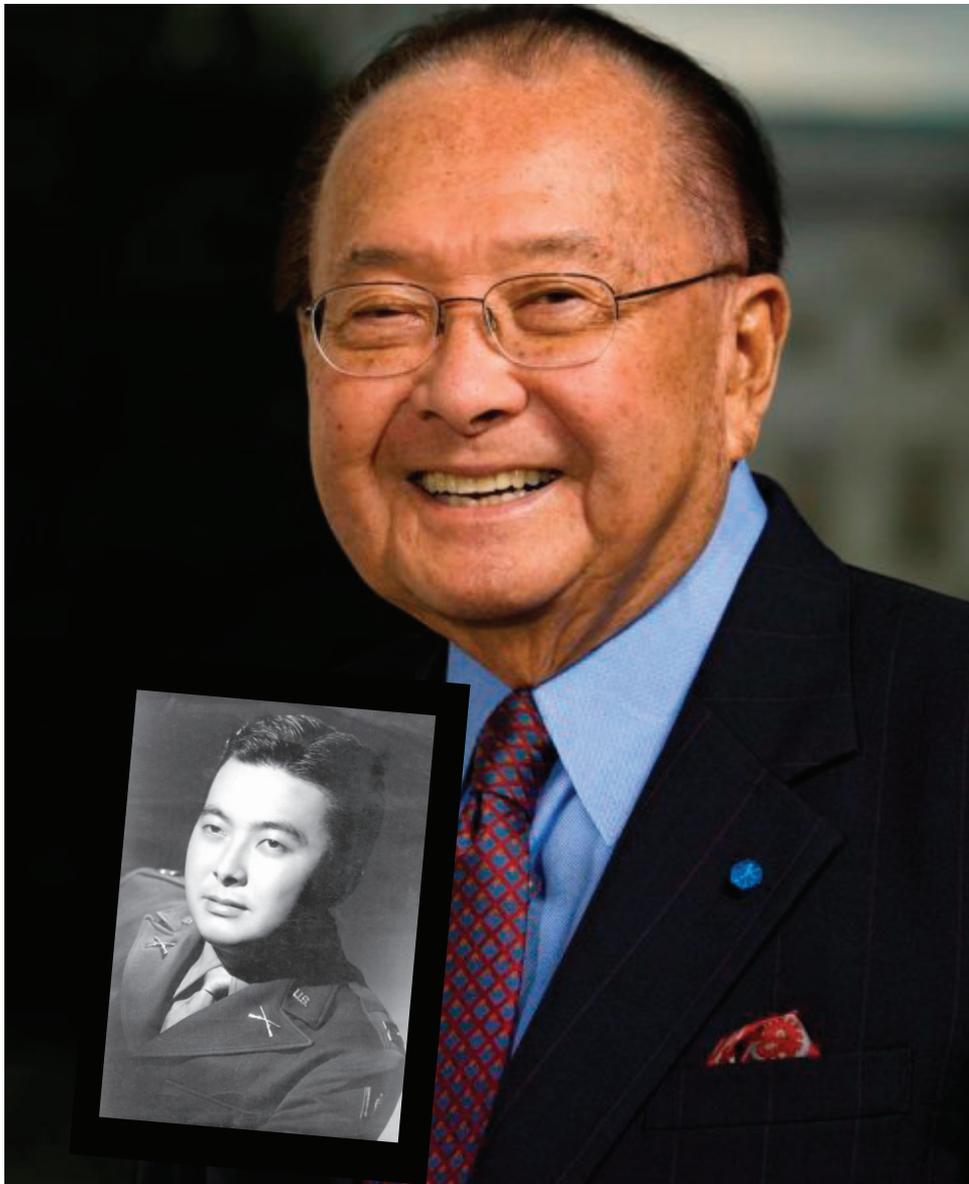
November 7, 1926 - November 12, 2012

IWO JIMA SURVIVOR

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SPIRIT
OF '45
ALIVE!



KEEP THE
SPIRIT
OF '45
ALIVE!

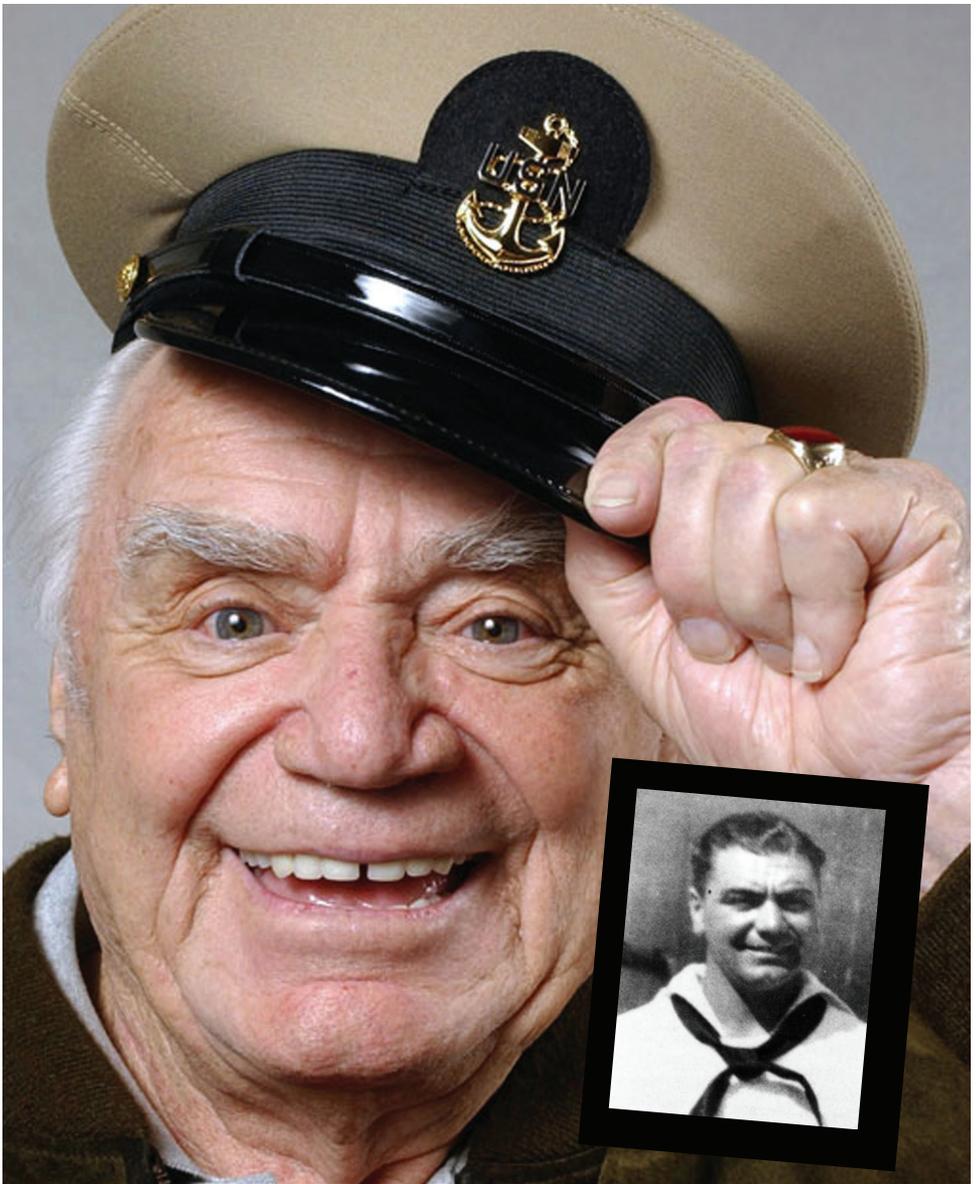
Senator Dan Inouye Medal of Honor

September 7, 1924 - December 17, 2012

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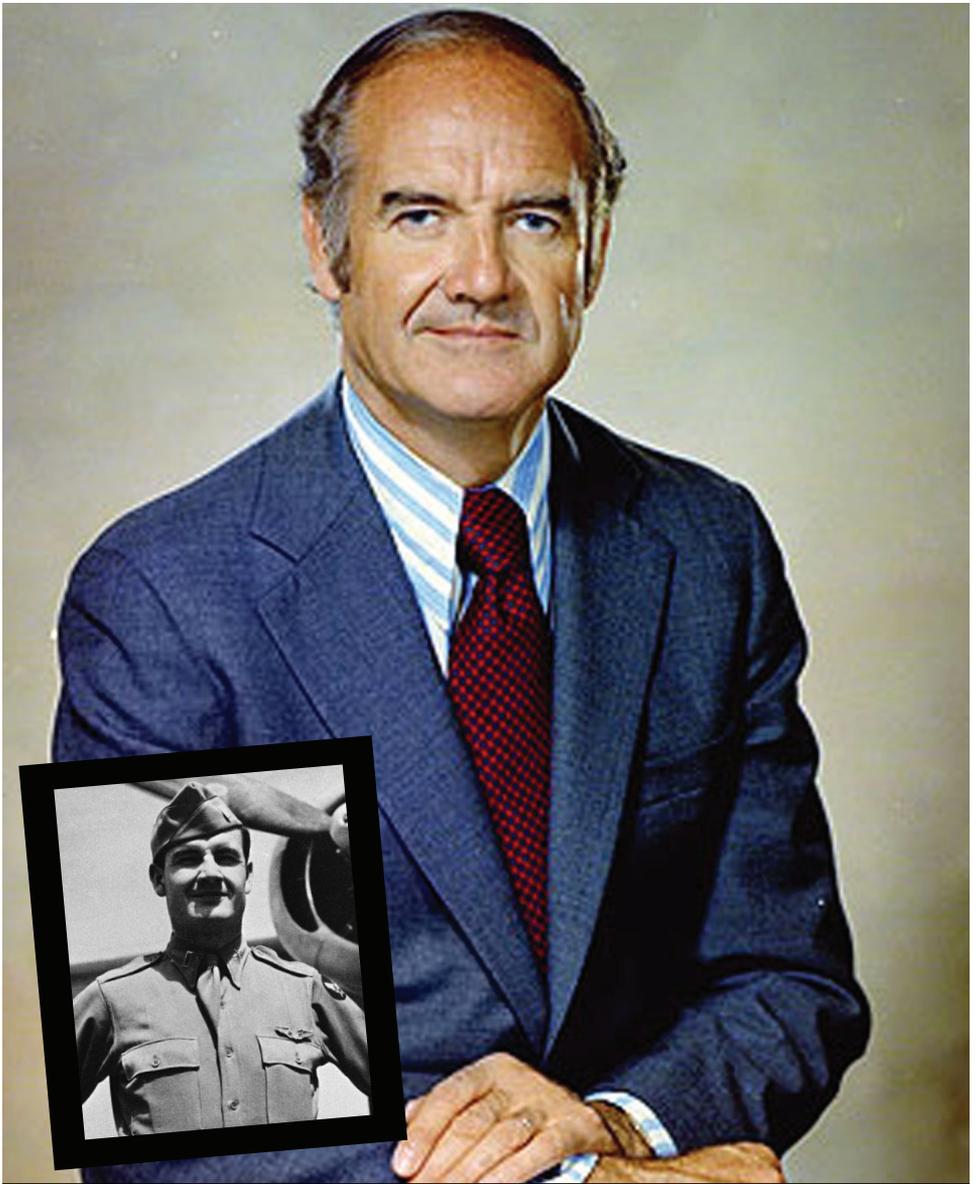
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Ernie Borgnine
Navy 1935-1945
January 24, 1917 - July 8, 2012

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Senator George McGovern

Army Air Force

July 19, 1922 - October 21, 2012

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VITAS Values the Greatest Generation

Participating Member



www.Spiritof45.org

**They endured the Great Depression.
They preserved our freedom.
They rebuilt a shattered world.**

VITAS is proud to be a national sponsor of Keep the Spirit of '45 Alive!, a non-profit, non-partisan grassroots campaign to preserve and promote the legacy of the WWII generation.

Every day, VITAS cares for those who served and preserved our country.

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