



# THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



## “SITREP” 2021 – Issue 3

Thursday, May 6

*Dear Commemorative Partners,*

The country is talking about *National Vietnam War Veterans Day!* *Nearly 60 thousand Vietnam veterans and their families were safely thanked and honored – in person – during 565 events*, on and around 29 March, thanks to your dedicated efforts! In addition, *media coverage* with a potential reach to *319 million*, along with *nearly 35 thousand social media engagements* and *241 thousand views* of [vietnamwar50th.com](http://vietnamwar50th.com) were record-breaking numbers – a 40-time increase in reach and impact from just one year ago!



The President and First Lady at the Vietnam Veterans Memorial, March 29, 2021 (@POTUS)

From the highest office in the land (top right) and Cabinet Secretaries (at left), to distinguished Military, State and local leaders, *tributes showered* our Vietnam veterans and their families in recognition of their service and sacrifice.



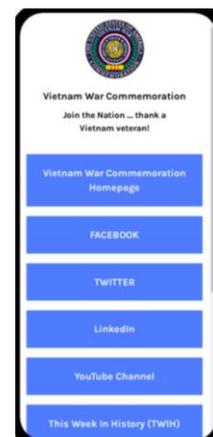
*Secretary of Defense Lloyd J. Austin III* and *Veterans Affairs Secretary Denis R. McDonough* joined together for the national wreath-laying ceremony at “The Wall.” Click on the image (at left) to view a 4-minute video of the ceremony, also found on our [“Videos” page](#) amidst myriad 29 March tributes. [Click here](#) to view a 2-minute video collage of events across the Nation.

In addition, a *hearty shout-out* to our Vietnam veterans and their families was made possible on 29 March courtesy of NBC’s [#MyTODAYPlaza](#), and led directly into the 8:00 a.m. hour of *TODAY!* Members of our staff recorded this exuberant salute, complete with a cameo appearance by our director, retired U.S. Army Maj. Gen. Pete Aylward. Further, a new [Defense.gov “SPOTLIGHT”](#) was launched on 29 March commemorating the 50<sup>th</sup> Anniversary of the Vietnam War and highlighting stories and heroics of Vietnam veterans. It also contains compelling videos, still imagery and related links.

As we look toward recognizing our *Gold Star families* on *Memorial Day*, please visit and utilize our [Digital Resource Library](#). This *“one-stop-shop”* provides easy access to compelling graphics, animated GIFs, videos, written materials and VA support resources.

Also, as we begin to cautiously open back up as a Nation, the *Army & Air Force Exchange Service’s* new [video](#) and our [written guide](#) provide excellent advice on *How to Safely Host COVID-Restricted Events*.

Finally, you can now access *all* our social media platforms and website by visiting <http://linktr.ee/VNWar50th> on any device, or simply click the graphic on the right! Please *tag* us and use [#ThankVietnamVets](#) or [#SeeThemThankThem](#) hashtags. Thank you!



~ The United States of America Vietnam War Commemoration Staff ~

*Join the Nation ... thank a Vietnam veteran!*