



THE UNITED STATES OF AMERICA VIETNAM WAR COMMEMORATION



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Wednesday, June 30

Dear Commemorative Partners,



Freedom & Equality ... beliefs echoed throughout our national holidays; especially the new one just begun, and one upcoming that celebrates our independence declared 245 years ago.

The recent presidential proclamation establishing **Juneteenth**, June 19, as our newest Federal holiday commemorates the freedom of previously enslaved Black Americans and their resultant recognition as citizens.

Independence Day, July 4, marks the day courageous delegates from our original 13 colonies **adopted the Declaration of Independence**, pledging their “... **Lives ... Fortunes and ... sacred Honor.**¹” Of note, it was two days earlier, July 2, 1776, that “... *the Second Continental Congress took the momentous step of declaring America’s independence from Britain.*²” Some of our founding fathers – John Adams in particular – considered July 2 America’s “Independence Day.” He even wrote to his wife, Abigail, that “... July 2 ‘will be celebrated, by succeeding Generations, as the great anniversary Festival’ and that the celebration should include ‘Pomp and Parade ... Games, Sports, Guns, Bells, Bonfires and Illuminations from one End of this Continent to the other.’³” However, as the years unfolded, Americans gravitated to celebrating the **July 4 adoption of the Declaration of Independence** instead.

When you gather this weekend with family and friends, please remember that **Freedom Is Not Free!** Forty-two million American men and women have served and sacrificed in time of war ... **more than one million have purchased freedom with their lives.**

As you celebrate, please remember our Vietnam veterans, who served when it wasn’t popular. If you **See Them, Thank Them!** On behalf of the Nation, present them a **Vietnam Veteran Lapel Pin** and capture that moment on camera. Notes: 1. *Candid*s (close-up pictures of individual Vietnam veterans receiving their lapel pins) *are the most powerful and compelling.* 2. *Background* – Avoid “busy” backdrops and “photo bombers.” 3. *Editing* – Avoid, when possible. If required, use only basic tools (i.e., contrast, cropping). 4. *Permission to share* – best to secure from the veteran and photographer. 5. *Resolution* – 300 dpi is preferred. 6. *Captions* – Include a brief “who, what, where, when” with photographer’s name.

Finally, once you have these images and videos, **share them** on your social media pages and **be sure to tag us!** Find us at <http://linktr.ee/VNWar50th> and use hashtags #ThankVietnamVets or #SeeThemThankThem. **Enjoy a wonderful Independence Day!**

~ The United States of America Vietnam War Commemoration Staff



¹Thomas Jefferson, “Declaration of Independence: A Transcription,” *Archives.gov*, National Archives and Records Administration, 2020, <https://www.archives.gov/founding-docs/declaration-transcript>, (accessed June 24, 2021). ^{2,3}History.com Editors, “Fourth of July – Independence Day,” *History.com*, A&E Television Networks, 2021 (original – 2009), <https://www.history.com/topics/holidays/july-4th> (accessed June 24, 2021)

Join the Nation ... thank a Vietnam veteran!

vietnamwar50th.com