



*The White House Commission
on Remembrance*

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**TALKING POINTS FOR
THE NATIONAL MOMENT OF REMEMBRANCE**

★ *The White House Commission on Remembrance* was established by Congress (PL 106-579) to promote the values of Memorial Day by acts of remembrance throughout the year. A major program of the Commission is **The National Moment of Remembrance**. The goal of this *Moment* is to have Americans pause for a *Moment* of remembrance, wherever they are, at 3 p.m. local time, on Memorial Day in honor of those who made the ultimate sacrifice for our freedom.

★ The idea of **The National Moment of Remembrance** was born when children visiting Washington, D.C. were asked what Memorial Day meant. They responded, “That’s the day the pools open!”

★ A Gallup Poll indicated that only 28% of Americans know the true meaning of Memorial Day and most view it as a “day off” rather than a day to connect with our Nation’s history and virtues by honoring those who gave their lives for us. **The National Moment of Remembrance** is a national campaign to put the “memorial” back in Memorial Day.

★ **The National Moment of Remembrance** is an act of national unity in honor of those American servicemen and women who paid for our freedom with their lives.

★ **The National Moment of Remembrance** helps to educate and encourage this and future generations of Americans to remember the sacrifices and costs in human life made to preserve our liberties and to instill in them an understanding of what it means to be an “American”.

★ Americans throughout the world are asked to observe **The National Moment of Remembrance** in their homes, neighborhoods, local pools, picnic grounds and other gatherings, together or individually.

★ **The National Moment of Remembrance** does not replace any traditionally planned ceremonies; rather, it is an act of national unity in which all Americans can participate.

★ Memorial Day is not about war, but about remembering the people who died serving our Nation. Participating in **The National Moment of Remembrance** helps reclaim the holiday for the noble purpose for which it was intended. Give a moment to honor those who gave a life.

★ Participants of **The National Moment of Remembrance** include: Major League Baseball, Amtrak, Shopping Malls, Airports, Sports Events, V.A. Hospitals, Bus Lines, National Parks, Military Installations, Unions, and the International Space Station.

* For further information on *The National Moment of Remembrance*, please visit www.remember.gov.