

Wreaths Across America Day

SATURDAY, DECEMBER 17, 2022

Media Guide 2022



Remember

Honor

Teach

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Introduction



Hello,

My name is Sean Sullivan, and I am the Public Relations Manager with **Wreaths Across America**.

The goal of this document is to familiarize yourself with Wreaths Across America (WAA) and our effort to honor our nation's interred heroes as part of **National Wreaths Across America Day** while bringing attention to our yearlong mission to **Remember, Honor, and Teach**.

I am sending this media package to you in hopes that you will find it useful and helpful to aid you in your research as you put together your stories leading up to National Wreaths Across America Day.

For those of you who may be unfamiliar with Wreaths Across America, this document serves as an introduction to the organization.

As part of our introduction, we are offering you this free digital media package containing all the information and materials you might need for an article, interview, show-prep, or research needed to help you offer content to your audience.

Including:

History of Wreaths Across America
Achievements and Activities from 2022
Pictures, Videos, Web, and Social Links
Radio and TV PSA's
Donation/Sponsorship Information

For those familiar with our organization, first we want to thank you for all you've done and remind you that National Wreaths Across America Day will take place this year on **Saturday, December 17th, 2022**.

Our sincere hope is to provide you with all the tools and resources you will need as we head into Veterans' Day (Friday, Nov. 11, 2022) and National Wreaths Across America Day. This content is to help provide media support for our local volunteers working in your local community. Please contact us **today** if you have any questions or to schedule **interviews with WAA executives** or to connect with **local volunteers**.

If you cannot find the information for your stories here, please visit our [media resources webpage](#) or contact me directly.

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We hope you find this information helpful and look forward to working with you!

Wreaths Across America Mission

Our mission to Remember, Honor, Teach is carried out, in part, by coordinating wreath-laying ceremonies at Arlington National Cemetery as well as veterans' cemeteries and other locations in all 50 states. Although people may be most familiar with Wreaths Across America Day, the organization's mission lasts far beyond one single day in December. It is year-round.

Remember our fallen veterans.

When a volunteer places a sponsored veteran's wreath on a servicemember's grave on National Wreaths Across America Day, we encourage them to speak that person's name aloud, thank them for their service and sacrifice, and reflect on that person and their life along with our wreath-laying ceremonies.

On the Tip-lands in Maine where the tips of balsam fir trees are harvested to become veterans' wreaths for Wreaths Across America Day, replica dog tags of thousands of replica veterans dog-tags create a living memorial of fallen veterans living back to other fallen veterans.

Learn more at: <https://www.wreathsassamerica.org/remember-honor-teach/#rememberWreaths>

Honor those who serve.

The group participates in veterans' events throughout the year and has a Director of Military and Veteran Outreach on staff to work with local veterans' organizations, as well as public outreach through Veterans Day and Memorial Day programs, public service announcements, press coverage, and the WAA website.

Teach our children the value of freedom.

Wreaths Across America is committed to teaching younger generations about the value of their freedoms and the importance of honoring those who sacrificed to protect those freedoms.

Our Mobile Education Exhibit as well as our "escort to Arlington" (a convoy of wreath delivery trucks to Arlington National Cemetery) stop at many schools. We offer learning experiences, interactive media projects, and opportunities for schools, 4-H, scouts, and other youth groups to participate in our efforts.

In 2022, we launched our revamped TEACH program which included service-based, character building curriculum designed for youth from Kindergarten to 12th grade. Learn more at www.wreathsassamerica.org/TEACH.



Wreaths Across America History

- ★ 1992: First wreaths (5,000) donated by Morrill Worcester and Worcester Wreath
- ★ 2005: Iconic photo of wreaths in snow became a viral sensation
- ★ 2007: Wreaths Across America formed as a 501(c)(3) nonprofit
- ★ Every year since 2008: Congress proclaims a Saturday in December as National Wreaths Across America Day. This year, it will be held on Saturday, Dec. 17, 2022.
- ★ 2012: Millionth wreath placed at Arlington National Cemetery
- ★ 2014: For the first time, every headstone at Arlington National Cemetery received a wreath.
- ★ 2016: 25th year that veterans' wreaths were placed at Arlington National Cemetery.
- ★ 2018: Mission advances overseas with the first placement of 9,387 veterans' wreaths at Normandy-American Cemetery in France.
- ★ 2021: Marked the 30th year that veterans' wreaths have been placed at Arlington National Cemetery, a tradition started by Maine wreathmaker Morrill Worcester as a gift of thanks.

Full Wreaths Across America History: <https://www.wreathsasscrossamerica.org/our-story>



2021 Recap and 2022 Theme

2021 Recap

WAA's annual pilgrimage from Harrington, Maine, to Arlington National Cemetery has become known as the world's largest veterans' parade, stopping at schools, monuments, veterans' homes, and communities all along the way to remind people how important it is to remember, honor and teach.

★ 2.4 million veterans' wreaths were placed in total across the country.

★ More than two million volunteers participated at 3,137 locations nationwide. More than a third of the volunteers were children.

★ At Arlington National Cemetery specifically, the Wreaths Across America program saw 66 tractor trailers deliver over 250,000 veterans' wreaths that were placed by nearly 38,000 volunteers.

★ Over 525 truckloads of wreaths were delivered across the country by hundreds of volunteer professional truck drivers driving donated equipment and fuel from approximately 390 carriers.



2022 Theme: Find a Way to Serve

The inspiration for this year's theme came from a few different places and seemed to be a recurring conversation throughout the last year. Notably, the American Rosie Movement which highlights the stories of the World War II-era women known as Rosie the Riveters, or simply "Rosies." These women pulled together to do the work that needed to be done for our freedom. The movement encourages youth to get involved in their own communities to serve in small ways that can make a big impact. As part of this new theme, Wreaths Across America is revamping its educational curriculum working with like-minded organizations to develop action plans to inspire young people across the country to find a way to serve in 2022 and beyond.

Sponsorship Information

You can sponsor a live, handmade balsam wreath for \$15 at www.wreathsacrossamerica.org. Each sponsorship goes toward a veteran's wreath that will be placed on the headstone of an American hero as we endeavor to honor all veterans laid to rest on Saturday, December 17, 2022, as part of National Wreaths Across America Day.

"Every donation and wreath sponsorship are a meaningful gift from a grateful American who knows what it means to serve and sacrifice for the freedoms we all enjoy," said Karen Worcester, executive director of Wreaths Across America. "We are so grateful to the good people of this great nation for participating in our mission to Remember, Honor and Teach."

To find a cemetery near you to support [click here for the link](#).

2022 Wreaths Across America Day Calendar

Please note, times, dates, and escort routes are subject to change and may vary in some local areas.
To confirm your media participation, please contact the local volunteer.

October 17 – Wreaths Across America Radio Round Table

October 20 – Mobile Education Exhibit National Tour Announcement for 2023



November 11 – Veterans Day

November 24 – Thanksgiving

November 28 – Cyber Monday

November 29 – Giving Tuesday

November 30 – Deadline to sponsor a wreath for guaranteed placement during 2022 season.

December 8 – Wreaths Across America Senate Resolution Announcement

December 10 – Escort to Arlington begins. This is a weeklong truck convoy of wreaths that starts in Maine and drives to Arlington National Cemetery with stops along the way. The following locations are subject to change. Please visit <https://www.wreathsacrossamerica.org/arlington-escort-information> to stay informed.



Dec. 10 – West Quoddy, Maine

Dec. 11 – Harrington, Maine

Ellsworth, Maine

Lewiston, Maine

Portland, Maine

Dec. 12 – Biddeford, Maine

Elliot, Maine

Jaffrey, NH

Dec. 13 – NY and NJ, locations to come

Dec. 14 – Port Monmouth, NJ



Holmdel, NJ
Skillman, NJ
Bordertown, NJ

Dec. 15 – Newtown Square, PA
Newark, DE

Middletown, DE
Dec. 16 – Stevensville, MD
Pentagon, Washington D.C.
War Memorials, Washington D.C.

December 17 – Wreaths Across America Day

January 21, 2023 – “Wreaths Out” at Arlington National Cemetery, and the unofficial beginning of wreath retirement season.

2022 News Stories

WAA is committed to the mission to Remember, Honor and Teach year-round. These are just some of the stories that have been on the national stage this past year. To read more [click here](#).



- **Celebrating the Four Chaplains and Charles Walter David Jr**

On January 23, 1943, the **U.S.A.T. Dorchester** left New York harbor bound for Greenland carrying over 900 officers, servicemen and civilian workers. The ship was transiting the Labrador Sea when it was torpedoed by a German U-boat (U-233) on February 3, 1943. The ship sank and 675 people on board lost their lives.

Amidst the chaos to save 230 lives four chaplains, guided soldiers trapped below deck to escape hatches and gave away their life jackets to save others on that fateful day. When the chaplains had done all they could, they linked arms to pray and sing hymns as the *Dorchester* slipped beneath the waves.

As part of the rescue response to the sinking of the *Dorchester*, African American Coast Guardsman Charles Walter David Jr. jumped into icy Greenland waters, from his rescue ship, to save two men from drowning and continued to help rescue a total of 93 survivors from lifeboats. After his heroic acts, 54 days later Charles Walter David Jr. succumbed to pneumonia stemming from those icy waters.

Learn more at:

<https://www.wreathsacrossamerica.org/pages/19520/News/136/?relatedId=0>

- **Celebrating the 6888th Central Postal Directory Battalion**

In February 1945, the women of the 6888 traveled to Birmingham, England to assume the role of organizing and distributing civilian mail to wartime soldiers on the battlefield. The women adhered to the motto of, “No mail, low morale,” providing essential support for the U.S. military in the European theater by linking service members to their loved ones back home. These women cleared a six-month backlog of mail and processed an average of 65,000 pieces of mail per shift. On March 14th of 2022 President Joe Biden signed a bipartisan bill to award the Congressional Gold Medal to the 6888th.



Learn more at:

<https://history.army.mil/html/topics/afam/6888thPBn/index.html>
<https://www.wreathsacrossamerica.org/pages/19520/News/733/?relatedId=0>



- **Remembering the 60th Anniversary of Flying Tiger Line Flight 739**

Very little is known about what happened to Flying Tiger Line Flight 739, a military mission plane that went missing on March 16, 1962, with 93 US Army Soldiers on board and 11 crew members. Due to the complexities surrounding the mission, the names of all

those who have been lost have not yet been added to the Vietnam Veterans Memorial in Washington D.C. WAA unveiled a memorial to these brave men and women and their families on May 15, 2021. On August 21, 2021 the families of those lost received the news that U.S. Senator Gary Peters introduced Senate bill 2571 to allow the American Servicemen onboard Flying Tiger Line Flight (FTLF) 739 to finally have their names placed on the [Vietnam Veterans Memorial in Washington D.C.](#)

Learn more at:

<https://wreathsacrossamerica.org/pages/19520/News/399/?relatedId=0>

- **Celebrating the Tuskegee Legacy**

There are few things more inspirational than the success that comes from hard work, determination, and perseverance amid adversity. Staying on a path to



excellence when it's fraught with challenge, is the essence of good character and integrity. Bob Sheppard is a product of that good character and integrity. The son of a politically active mother, who worked on the Robert F. Kennedy presidential campaign prior to his assassination, and Bob's father, Master Sgt. James A. Sheppard, who was a member of the famed Tuskegee Airmen of World War II and who worked with the Federal Aviation Administration for years. Bob preserves their history and teaches others about the incredible contributions of African Americans to aviation and our nation.

Learn more at:

<https://www.wreathsacrossamerica.org/pages/19520/News/734/?relatedId=0>

- **WAA Mobile Education Exhibit National Tour 2022**

Wreaths Across America (WAA) proudly announced that its Mobile Education Exhibit (MEE), will travel the country. The goal of the WAA MEE is to bring veterans, military, and community together to teach patriotism while remembering the service and sacrifice of our nation's heroes. In 2022, the MEE has visited UT, NV, CO, WY, KS, GA, TN, MO, AL, AR, OR, FL, ID, LA, MI, MN, MS, MT, OH, SC, WA, and WI



UPDATE: As part of the mission to honor veterans, the MEE has been made an official welcome home station for Vietnam Veterans who have not yet received a welcome home pin from their government. As of this notice, the MEE has welcomed home its 3000th veteran. There are still almost 3 million veterans who have yet to receive this honor, so the MEE is making upgrades to its equipment and preparing to announce its 2023 schedule to make sure no veteran is left behind and they are all honored.

Learn more at:

<https://www.wreathsacrossamerica.org/mee>

<https://wreathsacrossamerica.org/pages/19520/News/807/?relatedId=0>

- **Wreaths Across America Radio Roundtables**



Wreaths Across America Radio announced a series of roundtable discussions focused on Veteran Healing through sharing stories of resilience, purpose, and success. These live discussions take place exclusively on [Wreaths Across America Radio](#).

UPDATE: This popular series has seen 10-fold growth and has helped many veterans struggling with various issues.

Learn more at:

<https://www.wreathsacrossamerica.org/pages/19520/News/776/?relatedId=0>

- **Annual 9/11 National Flag Waving Effort**



On Sunday, September 11, 2022, WAA urged all Americans to join in waving the American flag in remembrance of the 21st Anniversary of September 11th, 2001. Pictured here with his grandson is former Boston Bruins defenseman and present consultant to the Los Angeles Kings (The King's lost two people on that fateful day.)

Learn more at:

<https://wreathsacrossamerica.org/pages/19520/News/804/?relatedId=0>

<https://wreathsacrossamerica.org/pages/19520/News/809/?relatedId=0>



- **Unveiling of the WAA “Teach” Program and New Curriculum**

Professional educator and Gold Star Mother Cindy Tatum help developed an expanded TEACH program that will help serve as a conduit to share the established curriculum materials from partner organizations like [The Unites States of America Vietnam War Commemoration](#), the [American Rosie Movement™](#), [Random Acts of Kindness Foundation](#), [The Congressional Media of Honor Society](#), and [IKEducation at the Eisenhower Foundation](#). Additionally, WAA has developed a Veterans' Oral History Project for youth from 4th -12th grades that encourages young people to interview a veteran, service member, or Gold Star Family member to learn about the sacrifices our military make on behalf of our country.

Learn more at:

<https://www.wreathsacrossamerica.org/teach>

<https://www.wreathsacrossamerica.org/pages/19520/News/810/?relatedId=0>

<https://www.wreathsacrossamerica.org/pages/19520/News/785/?relatedId=0>

- **Unveiling of the WAA “Hospitality House”**

National nonprofit Wreaths Across America (WAA) is proud to announce the completion and grand opening of its latest education project, the Gold Star Family History & Hospitality House. The historic home, which has been under renovation over the last five years, is located next door to the nonprofit’s national headquarters and museum in Columbia Falls, Maine. This house will act as a FREE guest house to any Gold Star Family that plans to visit the area. The grand opening event and short tour was livestreamed on the organization’s official Facebook page.



Learn more at:

<https://www.wreathsasscrossamerica.org/pages/19520/News/768/?relatedId=0>
<https://learn.wreathsasscrossamerica.org/history>

- **Opening NASDAQ**

On July 6, 2022, at 9:30AM National nonprofit Wreaths Across America (WAA) is proud to have had the opportunity to ring the opening bell for NASDAQ. Board member David M. Russen hosted the opening on behalf of Wreaths Across America.

Learn more at:

<https://www.wreathsasscrossamerica.org/pages/19520/News/759/?relatedId=0>

- **Partnerships**

WAA has been very fortunate to work with some amazing partners this past year as we all work in unity to Remember, Honor and Teach about our nation’s interred veterans. This year we have been especially fortunate to work with some enthusiastic and generous organizations who support the mission.

UPDATE: In addition to the announcements below, look for official announcements from MISSION BBQ, Sunbelt Rental, Lockheed Martin, and more coming soon.



Learn more at:

<https://www.wreathsasscrossamerica.org/pages/19520/News/816/?relatedId=0>
<https://www.wreathsasscrossamerica.org/pages/19520/News/760/?relatedId=0>
<https://www.wreathsasscrossamerica.org/pages/19520/News/731/?relatedId=0>



- **WAA Road Races**

Wreaths Across America announced its 2022 Stem to Stone Race Program. This program includes both live and virtual races for participation. The races were very successful this year, and we want to take a moment to thank everyone who took part.

Learn more at:

<https://www.wreathsasscrossamerica.org/pages/19520/News/755/?relatedId=0>

2022 PSA's And Other Media Assets



Wreaths Across America Introduction Video

<https://www.youtube.com/watch?v=2Dy6PE37g2k>

What is a Veterans Wreath Introduction Video

https://www.youtube.com/watch?v=5-EW6a_VAs&t=7s

Pledge of Allegiance Video:

<https://www.youtube.com/watch?v=0sJ7Mg6zpnk>

:30 WAA TV PSA (generic - no end date)

<https://www.dropbox.com/s/fyodm8gb78hpkgh/WAA%20%2415%20Sponsorship%2030.mp4?dl=0>

:30 Wreaths Across America Audio PSA's

Wreaths Across America Generic PSA (no end date)

<https://www.dropbox.com/s/2mkhg8h79rjxaqr/WAA%20%28PSA%20No%20End%20Date%2030%29%20%281%29.mp3?dl=0>

This year's Wreaths Across America Day (end date Dec 17, 22)

<https://www.dropbox.com/s/0chhymqvixkh85j/WAA%20%28PSA%20Remember%20Honor%20Teach%2030%29%20%281%29.mp3?dl=0>

<https://www.dropbox.com/s/jnqastu5ivakj4l/WAA%20%28PSA%20Ends%2012%2016%2022%20-%2030%29%20%281%29.mp3?dl=0>

PSA's Available at National Association of Broadcasters Page

<https://psa.nab.org/campaign.asp?id=172>

Spanish

:30 Audio Only

<https://www.dropbox.com/s/fa2xzmjagqc3bz/WAA%202022%20Spanish%20PSA%2030.mp3?dl=0>

:60 Audio Only

<https://www.dropbox.com/s/a954qam9zz7c7vg/WAA%202022%20Spanish%20PSA%2060.mp3?dl=0>

Quick Reference

Wreaths Across America National Headquarters Contact

4 Point St

Columbia Falls, ME 04623

Phone: (877) 385-9504

Web: www.WREATHSACROSSAMERICA.org

Wreaths Across America Media Resources Page

<https://learn.wreathsacrossamerica.org/mediarsources>

Wreaths Across America Official Facebook Page

<https://www.facebook.com/WAAHQ>

Wreaths Across America YouTube Channel

<https://www.youtube.com/user/WreathsAcrossAmerica>

Wreaths Across America Newsletter

<https://learn.wreathsacrossamerica.org/missionmatters>

Wreaths Across America Escort to Arlington (route for 2022 not confirmed yet, so keep checking this link for updates)

<https://www.wreathsacrossamerica.org/arlington-escort-information>

Wreaths Across America Mobile Education Exhibit

<https://www.wreathsacrossamerica.org/mee>

Wreaths Across America Remembrance Tree Program

<https://wreathsacrossamerica.org/remembrance-tree-program>

Wreaths Across America Radio

<https://www.wreathsacrossamerica.org/radio>

<https://www.iheart.com/live/wreaths-across-america-radio-8845/>

Wreaths Across America PSAs on the National Association of Broadcasters Website

<https://psa.nab.org/campaign.asp?id=172>

WAA Leadership

The Organization is governed by a board of directors. Day-to-day operations are managed by volunteer Executive Director Karen Worcester.

Wayne Hanson — Chairman, Army Veteran, Maine State Society

Karen Worcester — Executive Director (non-voting)

BOARD OF DIRECTORS

Michael Edgecomb — Vice Chairman

David “Mel” Russen, Jr. — Treasurer

Renee Saunders Worcester — Secretary

Pamela W. Slaven-Lee, DNP, FNP-C

Sarah J. Worcester

Patrick Simmons — Veteran

Col. Dan Leclair — Veteran

Kevin Haley — Law Enforcement, Gold Star Brother

Ann Ahern Hanson
Daniel P. Mead — Veteran
Lorna Harris — Gold Star Mother
Randy Lewer — Veteran
Debbie Ruane Sparks
Karen Diefendorf — Veteran
Nate Lewis

ADVISORY BOARD MEMBERS

Scott DeMasi — Location Coordinator, Houston National Cemetery
Michael Calenda — Ponaganset Middle School
Duane Belanger

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Thank you, in advance, for helping to bring attention to National Wreaths Across America Day on December 17, 2022, and advancing the yearlong mission to Remember, Honor, and Teach.

Please contact us if we can provide anything to help you in your storytelling!

