



# OUTREACH GUIDE



ARMY BIRTHDAY → 14 JUNE 2025



#ARMY250



# 250<sup>TH</sup> ARMY BIRTHDAY

The U.S. Army was established  
June 14, 1775

This year's theme is **This We'll Defend**.

We are commemorating 250 years of service in support of our nation and we invite our partners to celebrate this moment in history with us. We are highlighting stories of our Soldiers defending our nation and honoring their courage and patriotism.

The Army Birthday Outreach Guide serves to raise awareness of and promote the Army's 250th birthday. Office of the Chief of Public Affairs (OCA) will post more information at the links below as information becomes available.

This guide includes a calendar of events, key messages and recommended tactics for you to promote and attend. It also includes a call to action for you to share your content with us for further amplification.

By working together, we expand our reach to unique audiences, telling the long and proud history of the United States Army.

**TO HONOR THE COURAGE OF  
THE AMERICAN SOLDIER.**

Visit [army.mil/1775](https://army.mil/1775) and <https://history.army.mil/Revwar250/> to learn more about the establishment of the Army and locations of birthday celebrations.



## CALENDAR OF EVENTS

Share these events with your stakeholders and virtually attend.

The Army/OCA will post more information on the 1775 microsite to participate or view these events virtually as information becomes available.

*All events are subject to change or cancellation. All times shown are Eastern Standard Time unless otherwise stated.*

6-7 June at 6:00 p.m.	National U.S. Army Museum Revolutionary War Exhibit Grand Opening
13 June at 7:00 a.m.	Army Birthday Run at Fort Myer, VA
13 June at 9:30 a.m.	Philadelphia's Army 250th Birthday Celebration
14 June at 10:00 a.m.	Arlington National Cemetery's Army Birthday Wreath Laying
14 June at 11:00 a.m.	Washington D.C.'s Army Birthday Festival & Twilight Tattoo Reenlistment Ceremony



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As we prepare for our future we also reflect on our past. 'This we'll defend' was first used as a battle cry by the Continental Army. Today it reminds us that our Army's purpose is clear: To fight and win the nation's wars. We remain committed to honing our warfighting skills, enforcing standards and discipline, and living the values that have defined our Army's culture for the past 250 years.

– Gen. Randy A. George, CSA



# HOW YOU CAN JOIN US

Here are some ideas on how you can join us in celebrating the Army's 250th birthday. Be sure to share your content with us by including the hashtag #ARMY250 in your social media posts.

## ★ WISH THE ARMY A HAPPY BIRTHDAY!

- **Create a video of you and/or your organization** wishing the Army a happy 250th birthday.
- **Create videos of your members** talking about how Army service has helped them to be all they can be.
- **Upload your video** to your social media channels and include #ARMY250 in your post so we can see your content.

## ★ HOLD A COMMUNITY EVENT

- **Include your community** in the Army's birthday celebration. Highlight a great history or Soldier story, or spotlight Army traditions by holding an event in a public space and include a proclamation from [army.mil/1775](https://army.mil/1775) and cake-cutting ceremony. Invite your mayor and other local officials, and ask them to share an Army birthday message on social media.
- **This year, we are emphasizing key anniversaries and histories:** the Revolutionary War, V-E Day, along with several U.S. Army accomplishments that took place in the Indo-Pacific. Any connections to these units, anniversaries or veterans are a great way to connect the local community with Army history. An Army birthday celebration is a way to demonstrate to the community how the Army's history is driving it's future.
- **Spotlight local officials** from your organization or the community who are Army veterans. Ask them to tape an Army birthday shout-out video and post it to social media. Use #ARMY250.
- **Post Army birthday shout-out videos** on your social media channels to connect the local community with Soldier stories and Army supporters. A library of shout-out videos from Army senior leaders and celebrities will be posted to <https://www.dvidshub.net/feature/ARMY250> that you can download and use at your Army birthday party or post to social media.

## ★ ADD THE ARMY BIRTHDAY 250 LOGO

- Add the Army birthday 250 logo to your email signature, organization's social media pages, and organization's web page. The logo and usage guidance can be downloaded at [army.mil/1775](https://army.mil/1775).

## ★ KEY MESSAGES

- For 250 years, America's Army has served and defended the people of the United States, the American way of life and our nation.
- Older than the nation it defends, the U.S. Army has made a difference in the history and founding of America and the defense of our democratic values.
- For 250 years, the Army has challenged, empowered, and equipped each of our Soldiers because Be All You Can Be is more than a slogan, it's a way of life.



Soldiers build morale and unit cohesion by celebrating Army service with field games and a scavenger hunt.



U.S. service members with the Para-Commandos, U.S. Special Operations Parachute Team, perform an aerial parachute demonstration during the Army Birthday Festival at the National Museum of the United States Army, Fort Belvoir, Va., June 15, 2024.

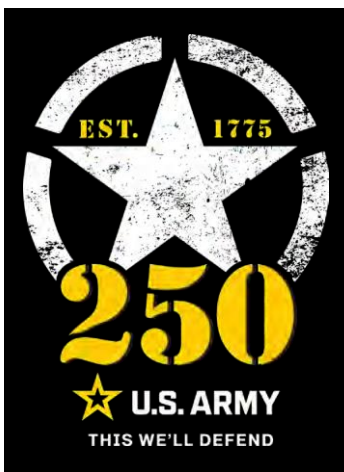


USAFMCOM cutting a birthday cake commemorating the U.S. Army's 249th Birthday at the Maj. Gen. Emmett J. Bean Federal Center in Indianapolis, June 14, 2024.



# 250<sup>th</sup> ARMY BIRTHDAY

JUNE 14, 2025



## SHARE YOUR CONTENT TO CONNECT WITH US

- Be sure to tag #ARMY250 in all your social media posts.
- Use the content and videos on <https://www.dvidshub.net/feature/ARMY250> to develop an Army birthday campaign or to build a community event. Feel free to share or retweet our Army birthday content.

Follow the Army birthday conversation on our social media platforms:



## VISIT

[www.army.mil](http://www.army.mil) to obtain the latest information on the U.S. Army.

## CONTACT US

If you have any questions regarding this Army birthday outreach guide, contact:

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## WE WANT YOUR FEEDBACK!

Let us know if this outreach guide is useful to you and how you used it by reaching out at the email address above. Your feedback is valued as it will influence the development of future guides and products.