



OUTREACH GUIDE



ARMY BIRTHDAY → 14 JUNE 2024



#ArmyBday



249TH ARMY BIRTHDAY



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

This year's theme is **Honoring the Past,
Defending the Future.**

We are commemorating 249 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 supporting our nation and honoring their courage and patriotism.

The Army Birthday Outreach Guide serves to raise awareness of and promote the Army's 249th birthday.

The 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 proud story of the United States Army.

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

VISIT [ARMY.MIL/1775](https://army.mil/1775)

This link will be operational 31 May. ↗

For ways to celebrate and learn more about the establishment of our Army

**HONORING
THE PAST**



**DEFENDING
THE FUTURE**



CALENDAR OF EVENTS

Share these events with your stakeholders and virtually attend.

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

12 June at 7 p.m.	Army Birthday Twilight Tattoo Joint Base Myer-Henderson Hall	LIVE STREAM @ USARMY SOCIAL MEDIA PLATFORMS
13 June at 2:30 p.m.	Capitol Hill Army Birthday Celebration	
14 June at 8 a.m.	Army Birthday video	LIVE STREAM @DVIDS
14 June at 10 a.m.	Times Square Future Soldier Swear-In ceremony. MG Kris Belanger officiating New York City	
14 June at 10:45 a.m.	Army Birthday Wreath-laying Ceremony Arlington National Cemetery	LIVE STREAM @DVIDS
14 June at 11:30 a.m.	Army Birthday Pentagon Cake-cutting and Reenlistment Ceremony	LIVE STREAM @DVIDS
14 June	Flag Day	
14 June at 2:20 p.m. (CDT)	Chicago Cubs recognize BG Antoinette Gant as "Military Hero of the Game"	
15 June at 10 a.m. - 4 p.m.	Army Birthday Festival	
18 June at 6:45 p.m.	Army Day with the Washington Nationals — live broadcast	



"The Rock" attends the 30 March UFL game.

UFL Championship game:
16 June in St. Louis will feature Army branding and the Impossible Kick interactive display as well as a number of other Army assets and personnel.



For 249 years, the men and women of the U.S. Army have served as America's first line of defense. We are proud to honor our history and maintain the Army's legacy of service as the world's greatest land fighting force. Our Soldiers today continue to defend the nation with courage, honor, and determination that shows what it means to Be All You Can Be."

— HON Christine Wormuth,
Secretary of the Army

HOW YOU CAN JOIN US

Here are some ideas on how you can join us in celebrating the Army's 249th birthday. Be sure to share your content with us by including **#ArmyBday** 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 249th 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 **#ArmyBday** in your post so we can see your content.

★ HOLD A COMMUNITY EVENT

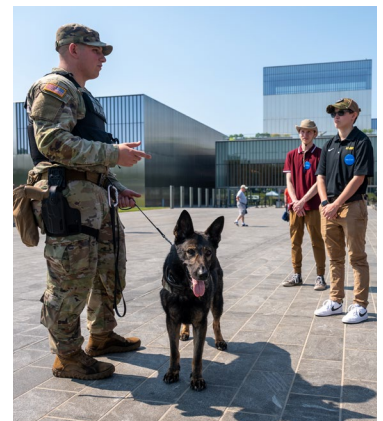
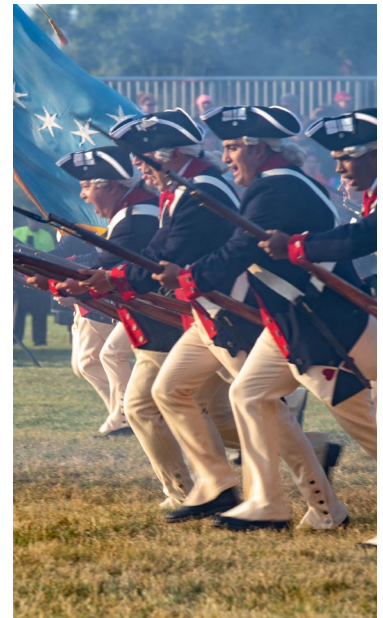
- **Include your community** in the Army's birthday celebration. Highlight a great history or Soldier story, or spotlight Army traditions by holding an event in a public space and include a cake-cutting ceremony. Invite your mayor and other local officials, and ask them to share an Army birthday message on social media.
- This year, we are emphasizing key anniversaries and histories of: **Harlem Hellfighters, Ghost Army, 6888th Postal Directory Battalion,** and the **80th anniversaries of D-Day** and the **Red Ball Express**. 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 its 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 **#ArmyBday**.
- **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 [Army.mil/1775](https://army.mil/1775) that you can download and use at your Army birthday party or post to social media.

★ UPDATE YOUR FACEBOOK BANNER

- Add the Army birthday celebration **Facebook banner** to your organization's page. The banner can be downloaded at: [Army.mil/1775](https://army.mil/1775).

★ KEY MESSAGES

- The values that underpinned the past success and heroism of our forebearers remains strong in today's Army.
- Our Soldiers and their equipment comprise the most capable and fastest evolving Army in the world.
- The Army is grateful to our veterans and families for their unwavering commitment and continued support.



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SHARE YOUR CONTENT TO CONNECT WITH US

- Be sure to tag #ArmyBday in all your social media posts.
- Use the content and videos on <http://www.army.mil/1775> 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 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.