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USO to Make A Million Moments in May: Military Appreciation Month

From Nashville to Naples, the Every Moment Counts Campaign rallies Americans to join month-long celebration of troops and their families

Arlington, VA (May 1, 2015) – The USO makes 30,000 moments every day for our nation’s troops and their families worldwide, striving to be always by their side from the moment they join the service, throughout their military journey and as they transition back into their civilian communities. In honor of National Military Appreciation Month, the USO is rallying Americans to help make “A Million Moments in May” as part of the USO’s national *Every Moment Counts* campaign. The month-long celebration will include hundreds of activities and events at USO locations across the globe, including participation from an impressive lineup of celebrities, corporate and program partners. In addition, the USO is calling on Americans to get involved by visiting USOmoments.org to find out how to make and share #USOmoments and pledge their support for our troops and their families.

“The *Every Moment Counts* campaign has been widely embraced by our USO centers, donors, corporate partners and entertainers since its launch in 2013,” said Alan Reyes, USO Senior Vice President of Operations. “It serves as an important gateway to engage troops, the general public and our partners on behalf of our mission. We look forward to making a million moments this May and every month for our troops and families who sacrifice so much.”

The USO and *Sesame Street* will also be making moments for military kids and will debut a brand new 30-minute character performance centered on military-to-civilian transition, while simultaneously running their ever popular hit “Katie is Moving to a New Base.” Their newest installment, “Katie’s Family Transitions to Civilian Life,” will feature new songs, choreography and messages of support. Both shows will run as part of the [2015 Sesame Street/USO Experience for Military Families](#), which is scheduled to perform more than 100 shows at 45 military bases in nine countries starting May 7.

In addition to the Muppets taking the stage this month, the USO and country music will be working together in celebration of the Grand Ole Opry’s 90th Anniversary. Cause for Applause, the Opry’s nine-month anniversary celebration of causes close to country music’s heart, has selected the USO and MusiCorps to “Salute the Troops” by creating special moments during shows, honoring troops, and raising funds in May. Hunter Hayes, USO tour veteran will take the stage on May 9 at the Opry, prior to his Italy USO tour later in the month. On May 19, the Opry will salute the troops during a special

show including USO tour veterans Kellie Pickler, Trace Adkins, Craig Morgan, and more. The Opry's **promo code SALUTE** will benefit the USO and MusiCorps throughout the month of May. Visit www.Opry.com/USO to learn more about this partnership.

For the women who serve and support our military, the USO will host two very special tailored events for females. The first is on May 16 for military moms-to-be, USO/What to Expect Presents: Special Delivery in Phoenix, AZ. In collaboration with best-selling author Heidi Murkoff, the USO will host a baby shower, play shower games and have a Q&A with Murkoff. Later in the month, the USO will bring Operation: That's My Dress to servicewomen and military spouses in New York City during Fleet Week on May 24. This edition of Operation: That's My Dress will offer free dresses for evening and formal occasions for the special events in their lives.

For our troops in transition and caregivers, the USO will also support the Navy's fifth annual Wounded Warrior and Veteran Hiring and Support Conference in San Antonio, TX on May 19 and 20. As part of the two day experience, Texas area transitioning troops, veterans and their spouses will network with some of today's top employers - employers with active positions to recruit and fill and who understand the value of hiring those who have served. With the help of state-of-the-art technology, powered by Futures Inc., the USO and the Department of the Navy are able to pre-match jobseekers and employers and connect qualified candidates with the companies and positions that best fit their military training. On May 27 and 28, the USO Caregiver Seminar at Fort Leonard Wood, MO will focus on giving back to those who provide comfort and care to wounded, ill and injured troops. Designed to provide a much-needed break for caregivers, the daylong seminar will connect caregivers with peers in their community, provide them with tips on managing the stresses of caring for their loved one, as well as focus on the importance of maintaining a healthy and active lifestyle and taking time to take care of themselves.

Taking the celebration to our nation's capital, the USO will once again host its bi-annual Service Project event on Capitol Hill on May 20 to express America's gratitude to those who currently serve. Enlisting the support from members of Congress, the USO will work to assemble 1,500 healthy snack packs for service members and their families. Generously donated by Harris Teeter, each pack will include such items as mixed nuts, oatmeal, dried fruit and low-fat popcorn, among other nutritional items. Once assembled, the packs will be distributed to the USO Warrior and Family Centers at Fort Belvoir and Naval Service Activity Bethesda – the home of Walter Reed National Military Medical Center.

Closing out the month, The Coca-Cola Company will honor our military heroes at the 56th running of the legendary Coca-Cola 600 at Charlotte Motor Speedway during Memorial Day weekend. The event involves more than 10,000 troops the entire race weekend. Through Coca-Cola's sponsorship, this will be the fifth straight year that the USO has helped select the Grand Marshal for the race and pay tribute to our troops. This year's Grand Marshal is Dawn Seif, the wife of Marine Staff Sergeant, Andrew Seif, who was killed during a training exercise on March 10, 2015. Staff Sgt. Seif was a decorated Marine who was awarded the 2013 USO Marine of the Year and most recently the Silver Star.

For more details on *Every Moment Counts* partners and promotions throughout May please visit uso.org/corporate-partners.

Every Moment Counts is a national campaign to rally Americans to honor and create moments that matter for our troops and their families. By clearly communicating the significance of these moments, and humanizing their impact on families, the USO can help shift the civilian perspective on military service and inspire Americans to help show their gratitude to our troops and their families. For more information on *Every Moment Counts*, please visit USOmoments.org or join the conversation on [Facebook](#) or [Twitter](#) using #USOmoments.

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About the USO

The USO lifts the spirits of America's troops and their families millions of times each year at hundreds of places worldwide. We provide a touch of home through centers at airports and military bases in the U.S. and abroad, top quality entertainment and innovative programs and services. We also provide critical support to those who need us most, including forward-deployed troops, military families, wounded warriors, troops in transition and families of the fallen. The USO is a private, non-profit organization, not a government agency. Our programs and services are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff.

In addition to individual donors and corporate sponsors, the USO is supported by President's Circle Partners: American Airlines, AT&T, BNSF Railway, Clark Construction Group, LLC, The Coca-Cola Company, JCPenney, Jeep, Johnson & Johnson, Kroger, Northrop Grumman Corporation and TriWest Healthcare Alliance and Worldwide Strategic Partners: BAE Systems, BIC, The Boeing Company, ConAgra Foods, FedEx, GEICO, Harris Teeter, Lockheed Martin, Microsoft Corporation, Procter & Gamble, TKS Telepost Kabel-Service Kaiserslautern GmbH & Co. KG and Wawa Inc. We are also supported through the United Way and Combined Federal Campaign (CFC-11381). To join us in this important mission, and to learn more about the USO, please visit uso.org.