



**FOR IMMEDIATE RELEASE**

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## **Hundreds of Troops in the Middle East Flock to USO Screenings of Jay Z and BEYONCÉ's HBO Special, "ON THE RUN," and Ring in the New Year Together**

*USO creates moments for approximately 2k service heroes stationed in Kuwait and Afghanistan with help from Mr. and Mrs. Carter*

**ARLINGTON, VA. (Jan. 6, 2015)** – It was a New Year's Eve to remember for approximately 2,000 troops stationed in Kuwait and Afghanistan as they were treated to USO screenings of HBO's "**ON THE RUN TOUR: BEYONCÉ AND JAY Z**," courtesy of the couple themselves. The USO screenings, which took place during the countdown to 2015, were attended by servicemen and women stationed at Camp Arifjan and Camp Buehring in Kuwait, and at Bagram Airfield in Afghanistan. The New Year's-themed concert events kicked off with a pre-taped, heartfelt message from **BEYONCÉ** – who thanked troops for their service and sacrifice, and wished them (and their families back home) a happy new year. Throughout the first full week of 2015, photos, video and New Year's Day messages from troops poured into the USO reflecting the moment-filled experience. **\*\*\*USO photo and video link below\*\*\***

Troops from all branches united as one and brought in 2015 simultaneously at all three overseas military installations. Brought together by the USO and their love of music, the screenings were designed to bring a touch of home to troops during the holidays and serve as a welcomed distraction from day-to-day challenges and responsibilities. To do this, the **USO Camp Arifjan** center hosted the New Year's Eve screenings on multiple screens throughout their facility and passed out fruit and coffee flavored holiday mocktails to troops in attendance. Not too far away, the **USO Camp Buehring** center hosted the special screening at its annual, festive Glow Party – complete with laser lights, glow sticks and a midnight balloon drop.

"It was awesome to see the message from **BEYONCÉ** before the show, it made me feel special," said LT Cross at Bagram Airfield. Echoing Lt Cross' sentiments was SPC Johnson of the 101st BSB 1st Brigade 1ID at Camp Buehring who said, "the message was heartfelt and it is amazing that someone at her level has the awareness and appreciation for what we do. The concert is (also) exquisite... the attention to details, the precision, and the energy is the same thing we try to bring into our training."

Meanwhile, more than 2,000 miles away at **Bagram Airfield**, hundreds of troops poured into two of the base's new MWR Coalition Theaters at 8 p.m., counted down to 2015 and danced-in the new year. They swayed in their seats and rocked out to such mega hits as "Bonnie & Clyde," "Crazy in Love," "Tom Ford" and "Part II (On the Run)," among 40 other memorable hit performances. An encore USO screening was

shown on January 1<sup>st</sup>; so that more troops could experience HBO's "ON THE RUN" USO screening in a movie-style setting, similar to that from back home – complete with surround sound and plush seating.

"Watching the 'ON THE RUN' concert made me forget I was in Afghanistan for the holidays.... thank you," said SSGT Ferguson, who is stationed at Bagram Airfield.

As the world celebrates another new year, the USO once again invites Americans to join them – as well as USO supporters **Jay Z and BEYONCÉ** - in showing their gratitude to our nation's troops and military families. Moments like HBO's "ON THE RUN" screening is just one example of how the USO is working to create, share and thank troops for their service in 2015. Last year, the USO created nearly 11 million special moments for our nation's military community and is setting out to deliver another 11 million moments worldwide this year. For more information about the *Every Moment Counts* campaign, visit [USOmoments.org](http://USOMoments.org) or join the conversation on Facebook or Twitter using #USOMoments. **To obtain photos and see videos featuring troops in attendance at HBO's "On The Run" USO screenings visit <http://bit.ly/1AFcdwO>.**

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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.*

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