



AOMDA UPDATE

NEWSLETTER OF THE AMERICAN OVERSEAS MEMORIAL DAY ASSOCIATION BELGIUM

May 2011, Vol. 1

Introducing a new communications campaign

The American Overseas Memorial Day Association Belgium is thrilled to announce several exciting developments that will aid in our mission to perpetuate remembrance for America's fallen heroes and the cause for which they died. Our new website (www.aomda.org) is an important part of our outreach in the 21st century. Much work has gone into creating a more meaningful web presence on which you will find regular updates on AOMDA activities, temporary exhibitions, upcoming ceremonies, events and more. Already available in English, the website will be posted in French and Dutch versions in the very near future. You'll even find us on Facebook!

What's more, a new communications campaign has been developed in time for the 2011 Memorial Day weekend ceremonies. Look for the stunning new posters and tri-lingual flyers around town. The campaign focuses on the "unforgettable" essence of the ceremonies, the brave men who we remember as well as the eternal relevance of the cause of freedom for which they gave their lives. If you are a club, organization or school in need of any of these materials, simply send an e-mail to PR@aomda.org to request your copies.



Perpetuating remembrance through youth outreach



2010 Waregem school visit

To honor the sacrifice of American soldiers and airmen, AOMDA has been holding annual Memorial Day ceremonies since 1923. Nearly 90 years on, our mission has evolved as we seek to ensure that future generations understand the significance of the row upon rows of white headstones marking dead soldiers of wars that seem like distant history to a young person today. The brave human spirit that won Europe's freedom can be honored by an engaged human spirit that safeguards and values the liberties we often take for granted each and every day.

For this reason, AOMDA is increasingly active in youth

2011 Memorial Day Ceremonies

May 28 (10 am – Ardennes American Cemetery)

May 28 (4 pm – Henri-Chapelle American Cemetery)

May 29 (3 pm – Flanders Field American Cemetery)

outreach programs that provide interactive ways for young people and their educators or scout leaders to discuss the modern relevance of these historical events. Visits to several Belgian schools allow elementary pupils in Flanders and Wallonia to meet and ask questions of members of the Armed Forces. The AOMDA's new "Price of Freedom Award" has been designed for students and scouts aged 11 and older and provides a thought-provoking exploration of the meaning of freedom. Upon completion, students receive an embroidered patch.

Students also participate in the three annual Memorial Day ceremonies, singing the national anthems of Belgium and the United States or delivering tributes. This year the famous poem "In Flanders Field" will be recited during Sunday's ceremony by David Westland, a senior at Brussels American School. For more information on AOMDA's youth outreach: www.aomda.org