

NATIONAL GUARD

June 2011

Dear Broadcast Partner,

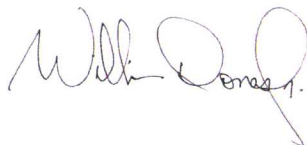
In 2011, the National Guard is celebrating 375 years of proud service here at home and across the globe. Since 1636, the men and women of the Guard have defended our nation in every conflict and come to the aid of our communities during natural disasters and other emergency situations. The Guard has always been a force of highly trained, dedicated, ready Citizen-Soldiers—and always will be.

This year, we are also launching the “Defining Moments” recruitment campaign. The television and radio commercials that make up this campaign emphasize the Guard's unique domestic mission. Each spot features Citizen-Soldiers reflecting on how a particular mission, whether it's a wildfire, flood or storm, became a life-changing moment.

Your support plays an integral role in making this advertising campaign a success. When you play these spots, you help maintain and grow an ever-ready force of Citizen-Soldiers. Ultimately, you help make your community stronger.

Thank you for being there with us, as the Guard continues to make history.

Sincerely,



William Dones
Lieutenant Colonel, AD
Chief, Advertising Branch
Army National Guard Strength Maintenance Division