



246TH U.S. ARMY BIRTHDAY

JUNE

2021



**OUTREACH
GUIDE**



246TH ARMY BIRTHDAY

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

We are commemorating 246 years of service in support of our nation and we invite our strategic 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 246TH 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 leveraging our relationships with you, we expand our reach to unique audiences

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



TAGLINE
**HONORING THE
COURAGE
OF THE AMERICAN SOLDIER**

“Our nation established the Continental Army 246 years ago, beginning a rich heritage of sacrifice and service defending this great country. Today, I am prouder than ever to celebrate the continued courage, honor and loyalty of our Soldiers and Civilians.”

— Acting Secretary of the Army John E. Whitley



CALENDAR OF EVENTS

*Share these events with your
stakeholders and virtually attend*

May 31 ~ 11 a.m.

Memorial Day Observance Wreath-Laying Ceremony; Tomb of the Unknown Soldier, Arlington National Cemetery

June 9 ~ 7 p.m.

Twilight Tattoo at
Joint Base Myer-Henderson Hall

June 10 ~ 8:30 a.m.

Army Birthday Run at
Joint Base Myer-Henderson Hall

June 14 ~ 9 a.m.

Army Birthday Wreath-Laying Ceremony
Tomb of the Unknown Soldier,
Arlington National Cemetery

June 14 ~ 10 a.m.

Army Birthday Showcase Event:

Honoring the Courage of the American Soldier

June 14 ~ 11:30 a.m.

Cake-Cutting and Reenlistment Ceremony

June 14 ~ 7:05 p.m.

Army Day with the Washington Nationals

June 15 ~ 9 a.m.

Capitol Hill Engagement

** For more information on the events above, please visit:*

<https://www.army.mil/article/245293>

All events are subject to change or cancellation.



HERE'S HOW YOU CAN JOIN US

Use these tactics or develop your own leading up to the Army's birthday on June 14TH.

★ Wish the Army a Happy Birthday!

- Create a video of you and/or your organization wishing the Army a happy 246TH birthday. Don't forget to let us know who you are and how you support our Army in your video. Upload video on your social media channels and don't forget #ArmyBday in your post.

★ Update your Facebook Profile Picture.

- Add the Army birthday frame to your profile picture.

★ Update Your Facebook Banner.

- Add our Army birthday celebration Facebook banner to your organization's page.

★ Host a Cake Cutting.

- Create an in-person or online event with members and/or stakeholders to celebrate the Army's 246TH birthday. Don't forget to use the poster for the backdrop.

★ Highlight Your Members and Organization's Service to the Army.

- Promote the Army's birthday and your service to the Army on your organization's website, social media, newsletter, magazine and/or podcast. Interview your members to highlight and honor their service and stakeholders on how your organization has impacted their pre and post Army career. Be sure to tag @USArmy and use the #ArmyBday for us to feature your content.

★ Honor the Army's First Birthday.

- Share our feature on the founding of America's Army: <http://www.army.mil/1775>.

“ *This year has tested our Soldiers in more ways than one, but we are committed to ensuring that our People remain ready for any challenge in defense of our country.* ”

— SMA Michael A. Grinston

KEY MESSAGES

- **On June 14**, the U.S. Army commemorates its birthday by honoring the courage of the American Soldier.
- **Whenever the nation has needed us in the past 246 years**, the U.S. Army has answered the call.
- **No matter the challenges** we face as a nation, be it a domestic or foreign threat, a natural or man-made disaster, or public health crisis, our Army will always be there when needed to support.
- **Army Soldiers serve our nation with honor and dignity**, bringing a variety of skill-sets in career choices as doctors and nurses, public health experts, scientists and researchers, cyber experts, coders and engineers.
- **The responsibility to defend our nation requires universal commitment to the Army Values, especially leaders.** This includes treating everyone with respect, working and fighting as one team, and always doing what's right.



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SHARE YOUR CONTENT AND CONNECT WITH US

Be sure to tag **@USArmy** in all your social media posts so we can share your content. Look for our official Army birthday hashtag, **#ArmyBday** and be sure to include it your social media posts. Feel free to share or retweet our Army birthday content.

Follow the Army birthday conversation
on our social media platforms:

@USARMY



Visit www.army.mil
to obtain the latest information
on the U.S. Army.