



# Media Release

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U.S. Army Garrison Hawaii  
Public Affairs Office  
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FOR IMMEDIATE RELEASE

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## 12 local high schools to attend Army recruiting fair

**ALIAMANU MILITARY RESERVATION, Hawaii** (March 25, 2023) — Nearly 600 local high school juniors and seniors will converge on the community center in the crater of Aliamanu Military Reservation as part of the Army's local recruiting company's effort to attract soon-to-be graduates into the U.S. Army.

"This special invite-only recruiting event will focus on specific job skills such as information technology, healthcare, and culinary arts," said Katie Cech, U.S. Army Recruiting Command spokesperson. "Our recruiters will be on site to help those looking at other career fields as well."

Earlier this month, the U.S. Army unveiled its new recruiting campaign, updated its logo, and brought back the infamous catch phrase from the 1970s and 80s, "Be All You Can Be." This slogan was one of the most popular advertising and marketing slogans from 1972-2000. The Army also revamped the logo to a more basic look, though the five-pointed star still remains.

Army recruiters in Hawaii are making a concerted effort to increase the number of recruits following the pandemic, which saw a drop in teens entering the service. This event at AMR is designed to inform and educate current high school junior and senior students about how diversified the career fields are in the Army, allowing them to experience some of those career fields in an interactive manner.

Interested media in attending for interviews, b-roll and questions about the Army event (including media escorting procedures) should contact Katie Cech, U.S. Army Recruiting Battalion (502) 601-5919 or [katie.l.cech.civ@army.mil](mailto:katie.l.cech.civ@army.mil).

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## Fair 2-2-2

Details for the event are:

- **When:** March 29, 2023, 8:30 a.m.-2 p.m.
- **Where:** Community Center, Aliamanu Military Reservation
- **Who:** High School Juniors and Seniors from twelve different high schools on Oahu
- **What:** Army Recruiting Fair for designated high schools (Mililani, Leilehua, Campbell, Moanalua, Roosevelt, Aiea, Waipahu, Kaimuki, Kapolei, Farrington, Kahuku, and Hawaii Youth Challenge)