

Bring the Vietnam Veterans Memorial Home to America

REQUEST

- Communicate relevance of Vietnam Veterans Memorial in a new era.

RESPONSE

- Convene Vietnam veteran legislators and CEOs to support ongoing, grassroots education.

RESULTS

- U.S. Senators and Representatives who were Vietnam veterans coalesced with peer veterans now running major corporations to explore their personal experiences and support educational initiatives.
- More than 1 million people in hometowns across the U.S. and abroad visited a half-scale Memorial replica and travelling museum, made possible in part by Vietnam veteran corporate sponsorship.
- Education leaders developed a peer-reviewed curriculum package made available to every high school in the U.S., also with corporate support from Vietnam veterans.
- Support for the original organization grew, resulting in a substantial increase in staff and institutional development that ultimately led to plans for a new educational facility on the National Mall.

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Vietnam Veterans Memorial Fund

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