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NVMM Announces Memorial Day-Related Experiences

Ten opportunities to honor Veterans and be inspired + Free Admission all weekend

COLUMBUS, Ohio – The National Veterans Memorial and Museum (NVMM) is hosting nearly three weeks of distinctive experiences, events and ceremonies designed to honor, remember and share the stories of our country’s brave servicemen and women who sacrificed their lives protecting our freedoms.

With thanks to our generous annual partners -- the [AEP Foundation](#), [Association of the United States Army](#), [Big Lots](#), [Cardinal Health](#), [Columbus Downtown Development Corporation](#) and [FedEx](#) -- the NVMM is offering free admission throughout Memorial Day weekend (Sat. – Mon.). We ask guests to pay it forward, by donating what they can or by making a memorial gift online or in person, to honor Veterans and Gold Star Families and advance our efforts year-round.

“Thanks to our amazing sponsors, we will be sharing an array of opportunities to connect with one another to honor and remember all the military service members who sacrificed their lives for our freedoms,” said Lt. General Michael Ferriter, president and CEO, National Veterans Memorial and Museum. “We invite you to make it a tradition to visit the NVMM this month – in person or online -- to pass on the true meaning of Memorial Day.”

May Programs and Events Overview

Following is an overview of Memorial Day Month experiences from our annual Memorial Day Ceremony to the new *USAA Poppy Exhibit* and from Resilience and Wellness activities to *The Eyes of Freedom* and a Freedom ride – all at the NVMM.

May 13-30: NVMM Memorial Virtual Run, Walk, Ruck & Roll

Join the third annual Run, Walk, Ruck and Roll, a family-friendly event with distances of 1-mile, 5K or 10K. This year, we are utilizing the RTRT GPS mobile app that uses GPS speed and distance to place racers on a universal course incorporating downtown Columbus pathways with a finish at the NVMM. Registrants receive a shirt, number bib and finisher medal. Be sure to tag @NationalVMM and use #WeHonorThemTogether in your race photos.



May 18-30: *The Eyes of Freedom* exhibition

Experience *The Eyes of Freedom* commemorating the 23 fallen service members of Ohio-based Lima Company, 3rd Battalion, 25th Marine Regiment which took some of the heaviest casualties of the Iraq War. Created by artist Anita Miller, eight panels share life-size portraits of the fallen service members with a pair of combat boots, most worn by the men represented, in front of each portrait. At the center, “Silent Battle,” a bronze sculpture by Miller, shares the challenges of PTSD and promotes healing for Veterans and their families.



May 19-June 12: [USAA Poppy Exhibit](#)

Learn why the poppy flower is synonymous with Memorial Day when we debut the *USAA Poppy Exhibit* on May 19. This interactive, 7' x 7' cube memorializes our fallen military service members by sharing brief stories from each of the eight wars fought since World War I. From 645,000 on-screen poppies (one for each service member lost) flowing with the movement of guests' hands to images and video, the *USAA Poppy Exhibit* honors Veterans and encourages communities to always remember those who died in defense of our freedoms.



May 28: Resilience and Wellness Programming

Starting at 8 a.m., learn the gentle art of Brazilian Jiu Jitsu during a special seminar from two accomplished BJJ blackbelts: U.S. Marine Corps Veteran Joey Zente, founder of Veterans Jiu Jitsu in Austin, Texas, and U.S. Navy Veteran John Cofer, from Alliance Brazilian Jiu Jitsu in Lakewood, Washington. Please [RSVP for a free ticket](#).



At 10 a.m., head to the NVMM rooftop as Clintonville CrossFit leads us in the CrossFit Hero Workout, “Loredo,” in honor of Staff Sergeant Edwardo Loredo, U.S. Army, who was killed in action while fighting in Afghanistan on June 24, 2010. CrossFit is free to the public. Please [RSVP for a free ticket](#).



May 28: [National Ride for Freedom](#)

The vibrations from this event will reverberate across town as hundreds of motorcycles converge at the NVMM. All motorcyclists are welcome to take part in this commemorative ride to remember starting at 10:30 a.m. from Farrow North Harley-Davidson at 7754 E. OH-37 in Sunbury, Ohio. Live music, food and beverages will be available at the museum at 11:00 a.m.



May 29: [Gold Star Family Candlelight Vigil](#) (7:30 p.m.)

Families who have lost a loved one in service to our country will honor and remember their Veterans as they walk in procession down the NVMM ramp from our Rooftop Sanctuary through Memorial Grove to the Battlefield Cross monument. A short commemorative program will be held in the Grove with a roll call followed by each family placing a flower in remembrance of their loved one.



May 30: Memorial Day Free Admission and Ceremony (10 a.m.)

Honor our country's fallen service members on Memorial Day with our annual [Remembrance Ceremony](#). Major General John C. Harris, Jr., U.S. Army Adjutant General, Ohio, will share remarks, and Cheryl Mason, Chairman of the Board of Veteran's Appeals, advocating for and serving Veterans, will provide our keynote message.



Shop and Show Your Support for Veterans

Our partners at Big Lots are honoring our fallen Veterans and Gold Star Families through May 31 with a donation program. Store customers across the country who make any size donation, from a couple of dollars to more, to the NVMM at checkout will receive a coupon for \$5 off a future Big Lots purchase of \$15 or more.

Throughout the month of May, Homage is donating a portion of proceeds from sales of their USA collection of shirts to the NVMM in support of Veterans. As a "Thank you," purchasers receive a complimentary Museum admission ticket. [Click here to purchase](#).

Check out our new shopping experience at [Shop NVMM](#), an online shopping portal featuring a selection of merchandise from Vetpreneur companies. Vetpreneurs are military Veteran entrepreneurs who own or operate their own businesses and often employ a Veteran workforce. Shop NVMM also provides a one-stop shopping experience for branded NVMM apparel and gift items.

Editor's Note: [Link to online press kit with photos and details](#)

Thank you to our Memorial Day sponsors for their support:



About the National Veterans Memorial and Museum

The National Veterans Memorial and Museum takes visitors on a narrative journey telling individual stories and sharing experiences of Veterans from all military branches throughout history. [The National Veterans Memorial and Museum](#) pays tribute to the sacrifices of men and women in service and their families. History is presented through a dynamic, participatory experience with photos, letters and personal effects, multi-media presentations, and interactive exhibits. Together, these elements link our national story of service to the larger context of the world.

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