REMEMBER HONOR TEACH

WREATHS across AMERICA

MOBILE EDUCATION EXHIBIT (MEE)

Event Resource Guide

Wreaths Across America
4 Point Street
Columbia Falls, Maine 04623
wreathsacrossamerica.org/mee

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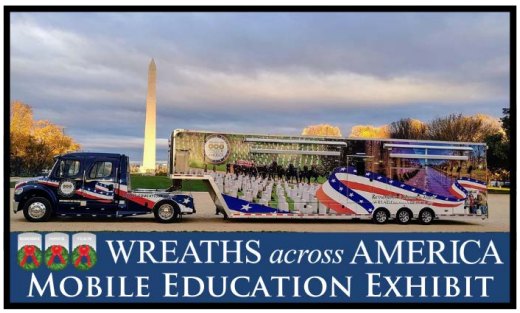


Responsibilities of Host Checklist

- ❑ **Determine the GOAL for your event**
  - ❑ Wreath Sponsorship
  - ❑ Veteran Remembrance
  - ❑ Teach
  - ❑ Awareness
- ❑ **Complete online MEE request**
  - ❑ Complete MEE request HERE

    If you are associated with a participating group or location include your WAA-ID
- ❑ **Obtain permission for event location**
  - ❑ See page 8 "Footprint" for sizing
  - ❑ Confirm your event time. Example: Start at 9AM End at 3PM or 10AM to 4PM
- ❑ **Form a committee to help you create a successful event**
- ❑ **Send invitations; i.e., paper or e-vite**
  - ❑ A flyer will be provided to you by WAA
  - ❑ Social Media Graphic HERE

    Include event information in copy/caption of post

    "The Wreaths Across America Mobile Education Exhibit is on the road and will be making a stop in (town/state). Please join us for a free tour on (date/time/location) to learn more about the Wreaths Across America mission!"
  - ❑ Template Press Release HERE
- ❑ **Ambassador Needs**
  - ❑ Access to restrooms
  - ❑ Food and drink provisions
- ❑ **We require there to be a host member present throughout entire event**
- ❑ **Thank you message to key volunteers, companies, organizations, etc.**
- ❑ **Please complete our After Action Survey**

Purpose

- An instrument to bring communities together to learn about the Wreaths Across America (WAA) mission to Remember the Fallen; Honor Those Who Serve; and Teach Our Children the Value of Freedom, but also to bridge the gap between active-duty service members, veterans and civilians.
- Teach about patriotism, while remembering the services and sacrifices of our military members.
- Expand the WAA mission to bring on new participating locations, along with sponsorship groups.
- Keeping the WAA mission relevant and the the forefront of the areas that are served by our volunteers.
- Sponsorship event in support of locations.
- Thank carrier partners

ATTRIBUTES

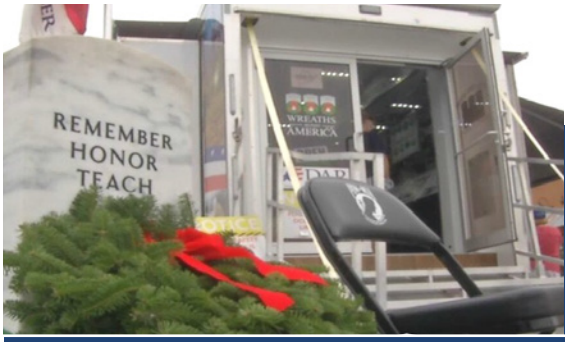
THEATER
•Seats up to 20 guests for visual presentations

STORYBOARDS AND VISUALS
•Highlighting the mission, growth and programs that have grown due to the wreath laying events

EXTERIOR VISUAL DISPLAYS
•Two exterior televisions to accommodate larger additional displays

INTERACTIVE COMPUTERS
•Allows guests to sponsor wreaths
•Search for participating location
•Sign up to be a part of the Honor Fleet

MERCHANDISE SALES



WAA AMBASSADORS
•Staff conducts free tours

SPECIFICATIONS

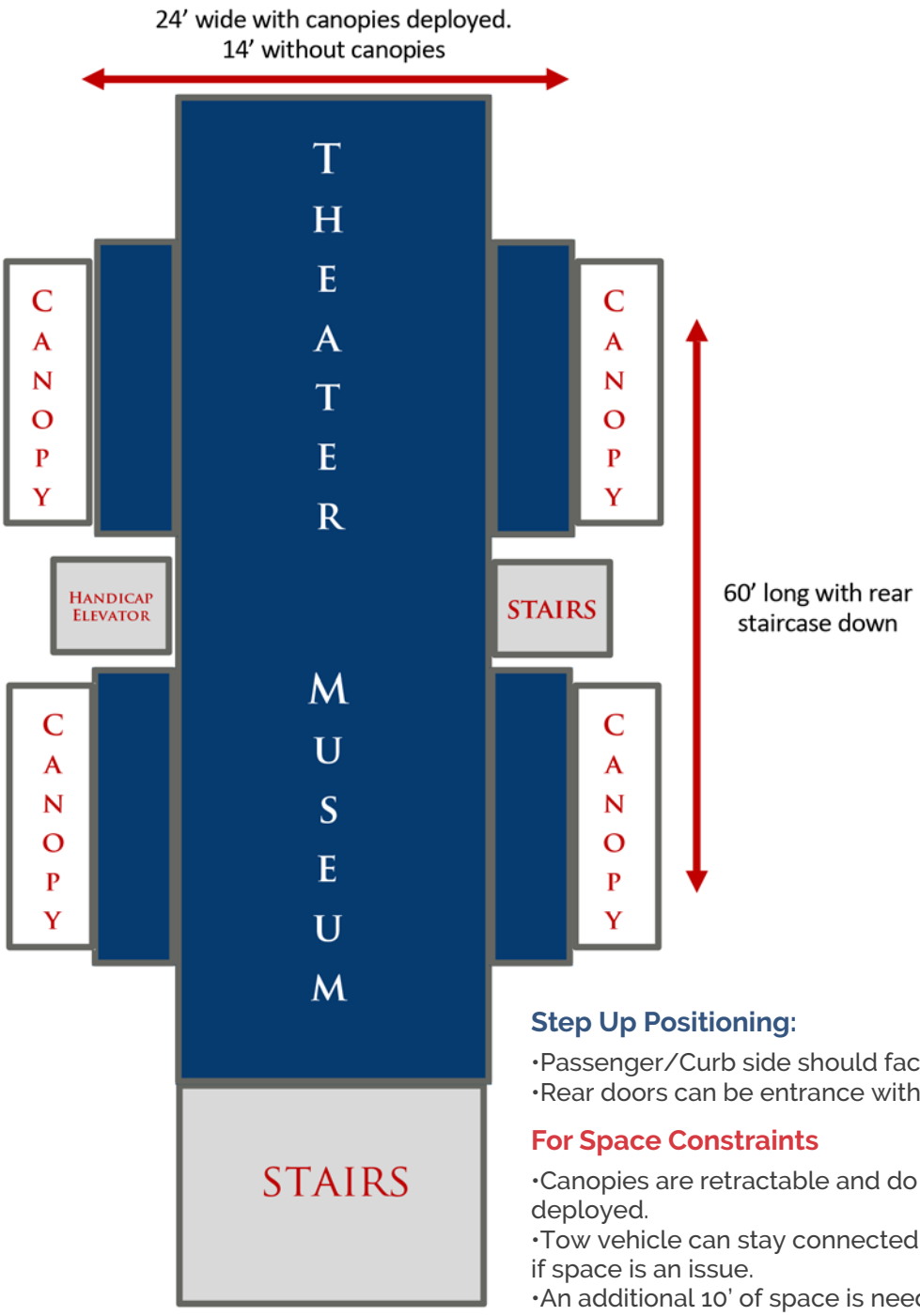
1,500 ft2 OF MOSTLY LEVEL, HARD SURFACE

APPROVAL TO RUN GENERATOR

HANDICAPPED ACCESSIBLE

INDOOR EVENTS REQUIRE 30AMP HOOKUP

Footprint



Step Up Positioning:

•Passenger/Curb side should face public.
•Rear doors can be entrance with side door exit.

For Space Constraints

•Canopies are retractable and do not need to be deployed.
•Tow vehicle can stay connected or disconnect if space is an issue.
•An additional 10' of space is needed for additional full cab parking.

Types of Events

PRIVATE | PUBLIC | CORPORATE

Who to invite

- ❑ Active-duty military
- ❑ Veterans
- ❑ VFW
- ❑ American Legions
- ❑ Military Organizations
- ❑ Military Support Organizations
- ❑ Schools
- ❑ Chamber of Commerce
- ❑ Local officials
- ❑ Media
- ❑ Sponsorships Groups
- ❑ Neighboring Location Coordinators

Event Activities (outside the basic tour)

Make Your Own Wreath Kits

- Guests can learn the characteristics of a veteran's wreath depicted by Founder Morrill Worcester's "What is a Veteran's Wreath" poem.
  - It is the hosts responsibility to order these kits. Must be ordered **3 weeks** in advance of event. We do not carry these with us.
    Click HERE to order
  - Download "POEM"
  - View "What is a Veteran's Wreath" VIDEO
- Download "What is a Veteran's Wreath" COLORING PAGE available for children. Children can also write a message to an active duty/ veteran

Place a ceremonial wreath on the Remember*Honor*Teach headstone

Welcome Home Pinning

- WAA is a partner of the Vietnam Veteran Commemoration. With this partnership the WAA ambassadors "Welcome Home" our Vietnam veteran's ceremony. This is an extremely moving ceremony and long overdue for our Vietnam Veterans.

Types of Events (continued)

PRIVATE

GOAL: To showcase or bring to focus the partnership between your organization/company and WAA to invited guests. This is NOT open to the public. This can be a fundraising event where wreath sponsorships are being raised for participating location(s). If you will be holding a fundraiser, please communicate with the Director of the MEE and your liaison prior to confirming an event.

PUBLIC

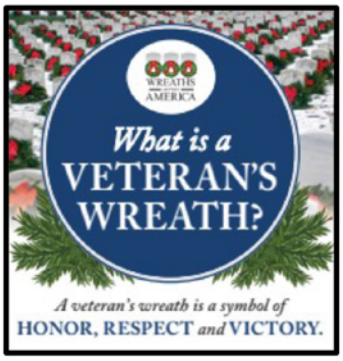
GOAL: To showcase or bring to focus the partnership between your organization/company and WAA to your community and guests. Opportunity to highlight your participation in the WAA mission and bring new volunteer and sponsors. This can be a fundraising event where wreath sponsorships are being raised for participating locations. If you will be holding a fundraiser, please communicate with the Director of the MEE and your liaison prior to confirming an event. Public events are best located in high traffic areas for optimal visitation.

CORPORATE

GOAL: To showcase or bring to focus the partnership between your company and WAA and highlight the mission to your employees, network of contractors, community you serve and social media following. This can be a fundraising event where wreath sponsorships are being raised for participating locations. Fundraising events must be communicated with the Director of the MEE and the Director of Development and Partnerships prior to hosting the event. Corporate events may be private or open to the public.

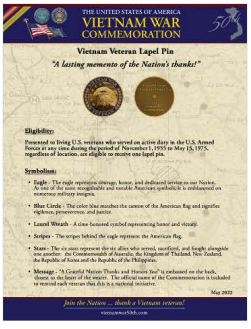
Event Activities (continued)

MAKE YOUR OWN WREATH KIT
BE SURE TO ORDER AHEAD OF TIME



CEREMONIAL WREATH LAYING

WELCOME HOME



Promoting

Wreaths Across America has a team of communication specialists that are ready to help you promote your event.

WAA Comm team will help develop:

- An event on social media
- Graphics for social media
- Utilize the press release template (pg. 12-13)
- Share stories of your involvement with WAA
- Share stories of active duty and veterans within your community. (Stories make a personal connection)
- Invite and rely on veteran organization and support organization to help spread the word about your event
- Reach out to local newspapers, radio, blogs, and television with date, time and WHY this event is important (Use the WAA Comm team is a resource in securing local media contacts)

Communication team

Rachael Wilson - Public Relations Coordinator
rwilson@wreathsacrossamerica.org
Samantha Clark - Social Media
sclark@wreathsacrossamerica.org

FOR IMMEDIATE RELEASE

Wreaths Across America's Mobile Education Exhibit Will Visit [LOCATION] to Honor Veterans and Supporters

[CITY, State] — [DATE], 2025 — Wreaths Across America (WAA) is the organization most recognized for placing over three million veterans' wreaths at over 4,909 locations nationally and abroad on National Wreaths Across America Day. However, the work to recognize our nation's veterans, military families, active duty servicemembers is a yearlong effort. WAA is proud to announce that as part of its yearlong mission to Remember the fallen, Honor those who serve and their families, and Teach the next generation the value of freedom, its Mobile Education Exhibit (MEE) will make a stop in [CITY] on [DATE] to share this mission with the community.

The stop will take place at:

[City, State] – DATE, 2025 – The [Hosting Group] are proud to announce a local stop for the WAA Mobile Education Exhibit national tour. The MEE will be free and open to the public locally at [address] from [timeframe].

"The mission of Wreaths Across America is to Remember the fallen, Honor those who have served and their families, and teach the next generation the value of freedom," said Karen Worcester, Executive Director. "The Mobile Education Exhibit provides the unique opportunity for communities to come together and share the stories of those who served and sacrificed. Through our partnership with the United States of America Vietnam War Commemoration, the Exhibit also serves as an official 'Welcome Home' location for our nation's Vietnam Veterans."

The MEE achieves this goal by bringing the local community, veterans, active-duty military and their families together through interactive exhibits, short films, and shared stories. The exhibit serves as a mobile museum, educating visitors about the service and sacrifice of our nation's heroes as well as serving as an official 'welcome home' station for our nation's Vietnam Veterans.

When the MEE pulls into the area, all veterans, active-duty military, their families, and the local community members are invited and encouraged to visit, take a tour, and speak with WAA representatives and volunteers. They can also share more about the national nonprofit, and the work its volunteers do to support our heroes and their communities year-round. Members of the media, dignitaries, veterans, and other interested groups are urged to come, ask questions, share stories, and experience this one-of-a-kind exhibit.

You can sponsor a veteran's wreath anytime to support the local WAA program at [Participating Location] for $17 at www.wreathacrossamerica.org/YOURID. Each sponsorship goes toward a live, balsam wreath that will be placed on the headstone of an American hero as we endeavor to honor all veterans laid to rest on Saturday, December 13, 2025, as part of National Wreaths Across America Day.

# # #

About Wreaths Across America

Wreaths Across America is a 501(c)(3) nonprofit organization founded to continue and expand the annual wreath-laying ceremony at Arlington National Cemetery, which was begun by Maine businessman Morrill Worcester in 1992. The organization's mission – Remember, Honor, Teach – is carried out in part each year by coordinating wreath-laying ceremonies in December at Arlington, as well as thousands of veterans' cemeteries and other locations in all 50 states and beyond.

For more information or to sponsor a wreath, please visit www.wreathsacrossamerica.org.

Press contacts:

Name

Volunteer group

Email Address

Phone Number

National WAA HQ Contact (All other inquiries)
Rachael Wilson
(207) 230-4599
rwilson@wreathsacrossamerica.org

NOTES TO MEDIA AND PRESS MATERIALS:

INTERVIEWS

- See local press contacts listed above by date or contact the national office for interviews with MEE Manager Trish Gardner.
- Please credit all imagery to WAA Staff.

Please visit our Media Resources Page to download background, photos, logos, or other items to help you file your story.

Interview opportunities are available.

*Visit www.wreathsacrossamerica.org to learn about our mission to **Remember**, **Honor**, **Teach**, sponsor a wreath for a veteran at any participating cemetery, or sign up to volunteer.*

A veteran's wreath is a symbol of HONOR, RESPECT, *and* VICTORY.

REMEMBER HONOR TEACH

WREATHS *across* AMERICA

What is a VETERAN'S WREATH?

10 BALSAM BOUQUETS

make up each veteran's wreath, representing the

10 SPECIAL QUALITIES

that our veterans embody.

Evergreens = LONGEVITY & ENDURANCE

Red Bow = GREAT SACRIFICE

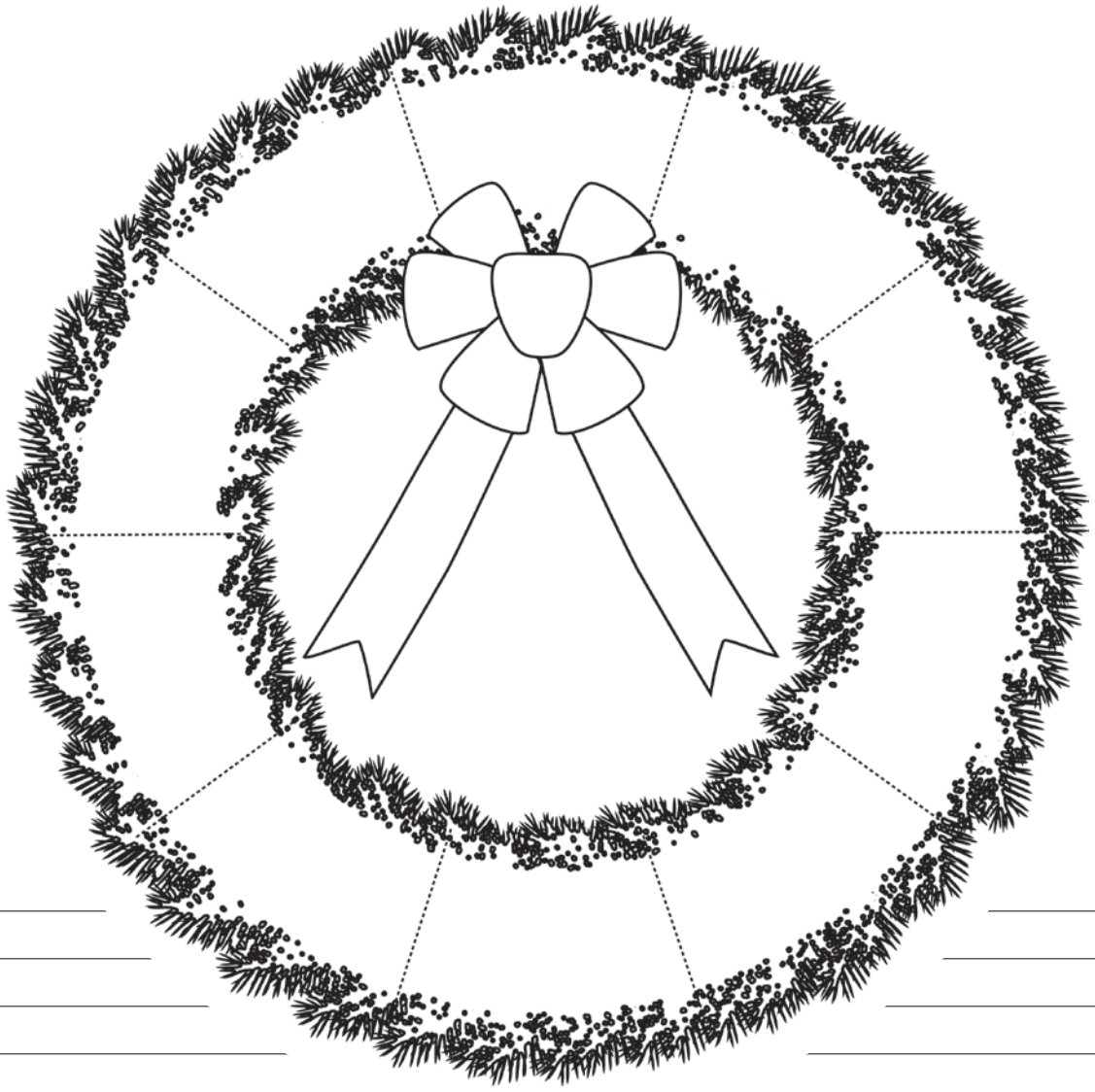
Forest Scent = PURITY & SIMPLICITY

Circular Shape = ETERNITY

1. *Their* **BELIEF** *in a greater good*
2. *Their* **LOVE** *for each other*
3. *Their* **STRENGTH**, *work ethic, & character*
4. *Their* **HONESTY** *& integrity*
5. *Their* **HUMILITY**, *selflessness, & modesty*
6. *Their* **AMBITIONS** *& aspirations*
7. *Their* **OPTIMISM** *for America*
8. *Their* **CONCERN** *for the future*
9. *Their* **PRIDE** *in their duties*
10. *Their* **HOPES & DREAMS** *that didn't always come true, but left them with no regrets*

COLOR YOUR WREATH,

and write a thank you note for a local veteran or active duty military in your community.



www.wreathsacrossamerica.org

AFTER ACTION SURVEY

Thank you for allowing Wreaths Across America's Mobile Education Exhibit to be apart of your event.

We hope that our message was insightful, meaningful and creates a surge of support in your community.

We would love your feedback.
Please complete this SURVEY

REMINDER
NATIONAL WREATHS ACROSS AMERICA DAY
SATURDAY, DECEMBER 13, 2025