



FOR IMMEDIATE RELEASE
May 20, 2010

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**MILITARY CHANNEL HONORS AMERICA'S HEROES WITH ITS FIRST-EVER
LIVE BROADCAST OF THE NATIONAL MEMORIAL DAY PARADE
FROM THE NATION'S CAPITAL ON MONDAY, MAY 31**

*– The National Memorial Day Parade, Presented by Boeing, Salutes All Those Who Have Served
in Uniform and Celebrates the Meaning of this Hallowed Day –*

(Silver Spring, Md.) –Each year, hundreds of thousands of enthusiastic Americans flock to Washington, D.C., home to the largest Memorial Day parade in the country, to honor all of those who have served in uniform from the American Revolution to Operation Iraqi Freedom. This year, millions more will be able to see the tribute for themselves, when the Military Channel broadcasts the Memorial Day parade live for first time in network history. **THE NATIONAL MEMORIAL DAY PARADE Presented by Boeing will air live on Monday, May 31st from 2-4 PM ET on the Military Channel.**

“On this hallowed Memorial Day, when we pause to recognize the courageous service of both veterans and the men and women in uniform who are currently fighting to protect our freedom, as well as the freedom of those around the world, Military Channel is particularly proud to carry live coverage of this important parade,” said Henry Schleiff, president and general manager, Military Channel, ID and HD Theater.

THE NATIONAL MEMORIAL DAY PARADE features hundreds of active duty and veteran troops from every branch of the military. Two of the highlights of this year’s parade include performances by the Marine Corps’ Band from Quantico and the U.S. Naval Academy Marching Band. Joining these military marching bands will be high school marching bands; active duty and retired military units; Wounded Warriors from Walter Reed Army Medical Center and the Bethesda Naval Hospital; youth groups saluting American heroes; several recipients of our nation’s highest honor, the Medal of Honor; parade floats; and hundreds of veterans from World War II, Korea, Vietnam, The Gulf War, Operation Enduring Freedom, Operation Iraqi Freedom and other modern military conflicts.

The 2010 **NATIONAL MEMORIAL DAY PARADE** also features a special salute to the legacy and sacrifice of the United States Marine Corps, special recognition of the 65th anniversary of victory in World War II and the 60th anniversary of the start of the Korean War. Special guests include the

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Chairman of the Joint Chiefs of Staff, General Peter Pace, and Reviewing Officer General James Amos, Assistant Commandant of the United States Marine Corps. Actors Gary Sinise, Joe Mantegna, Hugh O'Brian and R. Lee Ermey all will participate in the parade, along with R.V. Burgin, a U.S. Marine veteran who was portrayed in HBO's miniseries *The Pacific*. At 3 PM, the National Moment of Remembrance will be recognized as the parade pauses and Anthony Kearns of the famed Irish Tenors sings "Amazing Grace." Hosts Rita Cosby and Paul McKellips will call the action of the **NATIONAL MEMORIAL DAY PARADE** for Military Channel's viewers.

Despite being headquarters to the U.S. military, Washington, D.C. was without a parade on the Armed Services' most sacred day for over 70 years. In 2005, the American Veterans Center worked to bring this great tradition back to the nation's capital and created their first **NATIONAL MEMORIAL DAY PARADE**, which has grown to become the largest Memorial Day parade in the country. The American Veterans Center's mission was to create a parade as a marquee event not only for Washington, D.C. but for the entire country, to celebrate the real meaning of Memorial Day and honor those who have served and died to preserve every American's liberties. As many local Memorial Day parades fade away, Military Channel's live coverage of the **NATIONAL MEMORIAL DAY PARADE** provides the country with a tradition where all Americans can gather together and thank our greatest heroes, and remember those who have fallen in service to their country.

About The American Veterans Center:

The American Veterans Center is a non-profit educational foundation based in Arlington, Virginia, dedicated to preserving and promoting the legacy of America's veterans and active duty service members. In addition to founding and organizing the National Memorial Day Parade, the Center produces documentary work, publications, and speaker events all providing an opportunity for our military men and women to record their lessons and experiences for future generations. www.americaveteranscenter.org.

About Military Channel:

The Military Channel brings viewers compelling, real-world stories of heroism, military strategy, and significant turning points in history. Currently available in more than 57 million homes, the network takes viewers "behind the lines" to hear the personal stories of servicemen and women and offers in-depth explorations of military training, aviation technology and cutting-edge weaponry. As the only cable network devoted to military subjects, it also provides unique access to this world, allowing viewers to experience and understand the full spectrum of human drama, courage, and patriotism intrinsic to the armed forces, as well as, the long-held traditions of the military. For more information, please visit military.discovery.com.

For more information on the Military Channel, please go to www.press.discovery.com for network profiles, photography and advance screeners.