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**MILITARY CHANNEL PAYS TRIBUTE TO U.S. TROOPS AND ELITE FORCES
WITH THE 2011 NATIONAL MEMORIAL DAY PARADE ON MONDAY, MAY 30**

*– Live Broadcast Represents Military Channel’s Second Year of Bringing the
Country’s Largest Memorial Day Parade Live to a National Audience –*

(Silver Spring, Md.) – On the heels of a national victory in the war against terrorism and in honor of the approaching 10th anniversary of the 9/11 attacks, Military Channel joins nearly 300,000 Americans as they rally behind our troops at the American Veterans Center’s **2011 NATIONAL MEMORIAL DAY PARADE** in Washington, DC. During the decade-long hunt for Osama bin Laden, countless servicemen and -women made the ultimate sacrifice for our country, and this year, thanks to the heroic actions of the Navy SEALs and other elite military forces, we focus more than ever on the true meaning of Memorial Day: honoring those who have fought bravely in defense of America’s freedom and that of people around the world. **THE NATIONAL MEMORIAL DAY PARADE will air live on Monday, May 30 from 2-4 PM ET on the Military Channel.**

“In a day and age when more and more of small town America opts to cancel local festivities, **THE NATIONAL MEMORIAL DAY PARADE** remains not only the country’s largest Memorial Day celebration, but a beacon of patriotic spirit reminding us that this day holds real significance for the men and women it intends to honor,” said James C. Roberts, president of the American Veterans Center, the non-profit educational organization that founded the parade and is dedicated year-round to preserving and promoting the legacy of America’s troops.

“It has never been more crucial for us to pause and thank veterans and active duty service members who have fought to preserve every American’s liberties. Military Channel’s live coverage of the **NATIONAL MEMORIAL DAY PARADE** provides a new opportunity for America to recognize its greatest heroes and memorialize those who have fallen in service to their country,” said Henry Schleiff, president and general manager, Military Channel and Investigation Discovery.

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As America approaches the 10th anniversary of September 11, 2001, **THE NATIONAL MEMORIAL DAY PARADE** will devote a very special segment to remembering the heroes of that day. The parade will also include a tribute to the Special Operations tactical teams that are currently leading the fight in Afghanistan, a commemoration of the Centennial of Naval Aviation, and recognitions of the 70th anniversary of the U.S. entry into World War II and the 20th anniversary of the Gulf War. Special guests will include musical performers, celebrity veterans and supporters of the military, including Pat Sajak, Gary Sinise, Buzz Aldrin, and Miss America 2011 Teresa Scanlan. Hosts Major Garrett, Leeann Tweeden and Alyse Zwick will call the action of **THE NATIONAL MEMORIAL DAY PARADE** for Military Channel's viewers. Additionally school marching bands from across the country and military bands will provide patriotic music throughout the parade as they march through the streets of our nation's capital.

For more than 70 years, our nation's capital was without a parade on the Armed Services' most sacred day. In 2005, the American Veterans Center brought this tradition back to Washington by creating **THE NATIONAL MEMORIAL DAY PARADE**. For additional information, please visit www.nationalmemorialdayparade.com.

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.americanveteranscenter.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 57.7 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 understand the full spectrum of experiences 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

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