



U.S. Department
of Transportation
**Federal Transit
Administration**

REGION X
Alaska, Idaho, Oregon,
Washington

915 Second Avenue
Federal Bldg. Suite 3142
Seattle, WA 98174-1002
206-220-7954
206-220-7959 (fax)

REGION 10 BULLETIN NO: 07-18

SUBJECT: National Moment of Remembrance Campaign

PROGRAM AREAS: All

DATE: May 8, 2007

Graphics for a Memorial Day transit advertising campaign to honor America's fallen heroes are now available for local public transportation authorities across the country to download and use free of charge, the Federal Transit Administration (FTA) announced today.

The "One Nation. One Moment To Reflect." transit advertising campaign, consisting of bus and bus shelter display artwork, was developed by the FTA to support the White House Commission on the National Moment of Remembrance in its mission to encourage Americans to join together for a brief moment at 3 p.m. on Memorial Day to honor those who have died in service to their country and the families they left behind.

"Our goal in providing the graphics for this campaign is to help transit agencies all over the country do their part to put the 'memorial' back into Memorial Day," said FTA Administrator James Simpson. "Hopefully, people who are enjoying their holiday will see the ad on a passing bus, and stop at three o'clock to reflect on those who have paid the ultimate price for our freedom."

The Commission on the National Moment of Remembrance was created to foster awareness and understanding of the sacrifices and costs in human life made to preserve our liberties, and to instill in this and future generations an understanding of what it means to be an American.

The FTA-developed transit advertising campaign, which can be found at http://www.fta.dot.gov/regional_offices_6670.html, is part of a U.S. Department of Transportation-wide effort to observe and promote the National Moment of Remembrance.

Sincerely,

R.F. Krochalis
Regional Administrator