

National Memorial Day Parade

The nation's largest annual Memorial Day Parade takes place in Washington, D.C., in honor of America's military heroes and celebrates all service members and veterans from the American Revolution to Operation Iraqi Freedom. The parade attracts over 300,000 people to the route along Constitution Avenue, who support and salute the nearly 3,000 service members, veterans and patriots participating from the Army, Navy, Air Force, Marines, Coast Guard and National Guard.

The parade features nearly 200 elements representing all 50 states, and VIP guests, including senior military and government officials, and celebrities. The attendees in 2012 included Gary Sinise and Joe Mantegna, 2012 Miss America Laura Kaeppler, *American Idol* winner Kris Allen, Vice Chairman of the Joint Chiefs of Staff Admiral James A. Winnefeld Jr., Secretary of the Navy Ray Mabus, Lt. General Frank Gorenc, Col. Buzz Aldrin, and General Charles "Chuck" Yeager, who served as the 2012 Grand Marshall.

The National Memorial Day Parade was aired nationally and internationally on networks including Pentagon Channel and American Forces Network, and in national syndication.

FSG provides strategic marketing, hospitality, sponsorship and TV broadcast rights for the Parade.