



Kevin L. Martin
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Shining a Brighter Light on Memorial Day

My Brothers, we are on the cusp of the day our country has chosen to honor the memory of our fallen heroes – those brave members of our armed forces who made the ultimate sacrifice so that our nation would endure. It is a solemn time, and one that we as Sons of Union Veterans of the Civil War hold most dear as it was originally designated to honor our fallen forebearers, the courageous “Boys in Blue.”

As Sons our charge is to honor the service of all who defended the Union during that terrible conflict – and not just on Memorial Day, but every day of the year. However, and of significance, with that duty comes acknowledgement that not all of our fellow citizens keep that commitment in the fore of their thoughts on a daily basis. It is because of this that our ultimate charge is to constantly engage our communities and work tirelessly to remind them of the sacrifice of the fallen.

With Memorial Day being the day when the national spotlight shines brightest on why we as Sons exist, no greater opportunity presents itself to us to carry the banner and celebrate their memory in every corner of the communities in which we live. To help us reach “every corner,” we have developed a very beneficial Department/Camp Media Guide chocked full of suggestions and tips that can exponentially extend the reach of our message:

https://suvchw.org/sites/default/files/2023-11/Department_Camp_Media_Guide2_0.pdf
https://suvchw.org/sites/default/files/2023-11/Media_Advisory.docx
https://suvchw.org/sites/default/files/2023-11/Media_Release.docx

During your Memorial Day programs and events, look beyond those in attendance to those folks who for whatever reason are absent. Seek out and engage the many media resources at your disposal. Give them the opportunity to carry our banner to everyone. My Brothers, I believe you will find them to be willing partners.

So ordered this date, May 23, 2025.

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Attest:

Alan L. Russ

Alan L. Russ, PDC
National Secretary
Sons of Union Veterans of the Civil War