

**Welcoming Home Wisconsin's Vietnam Veterans
May 21-23, 2010 Green Bay, Wis.**



March 30, 2010

For More Information:

Dan Klores Communications

Joe DePlasco/Bruce Bobbins/Gary Baronofsky/Brian Moriarty

212.685.4300

**30,000 VIETNAM AND VIETNAM-ERA VETERANS EXPECTED TO ATTEND
“LZ LAMBEAU™: WELCOMING HOME WISCONSIN’S VIETNAM VETERANS” TRIBUTE IN
GREEN BAY MAY 21-23 AS PART OF LANDMARK PUBLIC TELEVISION PROJECT**

Expected to be Among the Largest Gatherings of Vietnam Veterans in U.S. History

Wisconsin Public Television Project to Honor Veterans’ Service and Sacrifice

(Madison, WI) – In what is expected to be among the largest gatherings of Vietnam and Vietnam-era veterans in U.S. history, some 30,000 veterans from Wisconsin and around the country will convene to be honored for their service and sacrifice for our country at **LZ Lambeau™: Welcoming Home Wisconsin’s Vietnam Veterans**, a special weekend of activities in Green Bay, Wisconsin from May 21-23.

The highlight of the weekend will be a keynote ceremony inside Green Bay’s legendary Lambeau Field Saturday evening **May 22**.

Named for the landing zones that military service members were deployed to during Vietnam, LZ Lambeau was developed by a partnership of **Wisconsin Public Television (WPT)**, **The Wisconsin Department of Veterans Affairs**, the **Wisconsin Historical Society** and many veterans organizations, and will feature educational initiatives, oral presentations, museum exhibits, a portrait display and other community engagement activities. Including the families and friends of attending veterans, the event is expected to draw approximately 100,000 people over three days.

“As a public television station, this is an extraordinary opportunity to fulfill our mission to serve our community, honoring the men and women who served our country in the Vietnam War,”

Presented by the Wisconsin Department of Veterans Affairs, the Wisconsin Historical Society and Wisconsin Public Television.



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said James Steinbach, Director of Television at WPT. “Unfortunately, many of these veterans did not receive the homecoming that they deserved at the time when they returned from war. We are honored to give them that homecoming now and pay tribute to those who left the comfort and safety of home to face the brutal experience of combat, to those who made the ultimate sacrifice and to those who remain missing.”

WPT is also creating an epic three-hour documentary, **Wisconsin Vietnam War Stories**, airing in May 2010. The film features Vietnam veterans from Wisconsin who share, for the first time, emotionally powerful accounts of their experiences during the war. Archival video, historical photography and maps evoke the stark imagery of the war alongside the veterans’ stories.

The May 22 evening event will include musical performances, oral tributes to veterans and premiere excerpts from **Wisconsin Vietnam War Stories**. The full LZ Lambeau weekend will also include an education day on Friday for high school students; a new exhibit by the Wisconsin Veterans Museum; a powerful portrait display; Vietnam-era military vehicles; music; fellowship opportunities and more. The Moving Wall™, the iconic traveling replica of the Vietnam Veterans Memorial, will also be on display. There are also plans for a cross-state motorcycle Honor Ride of Vietnam veterans from La Crosse to Green Bay for the weekend events.

Lead funding for **Wisconsin Vietnam War Stories** and LZ Lambeau has been provided by Don and Roxanne Weber, and Associated Bank. Initial major funding has been provided by Ho-Chunk Nation; The Lynde and Harry Bradley Foundation; Wisconsin Public Service Foundation; Kwik Trip; Forest County Potawatomi; Oshkosh Defense; General Motors Dealers of Northeast Wisconsin, Chevrolet, Buick, GMC Truck and Cadillac; Ron and Colleen Weyers; Oneida Nation; Philip J. and Elizabeth B. Hendrickson; Festival Foods; Hydrite Chemical Co.; and the Corporation for Public Broadcasting.

Funding for expanding the programming and educational components of **LZ Lambeau** and **Wisconsin Vietnam War Stories** continues. Individual and corporate contributions are welcome.

To learn more about the weekend, to sign up for regular updates and for information about LZ Lambeau, visit LZLambeau.org.

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In planning for **Wisconsin Vietnam War Stories**, project partners have worked with an advisory board with representatives from many veterans' organizations. Members of that committee include the Vietnam Veterans of America-Wisconsin State Council; County Veterans Service Officers Association of Wisconsin; Disabled American Veterans, Department of Wisconsin; Wisconsin Department of Military Affairs; Being There-Reaching Out Inc. For the Wisconsin Families of our Fallen Military; Veterans of Foreign Wars Department of Wisconsin; American Legion Department of Wisconsin; the Military Order of the Purple Heart; Wisconsin Gold Star Families; Thuy Smith International Outreach Inc.; Veterans of the Menominee Nation, and the Stockbridge-Munsee Mohican Nation; The Hmong Veterans of Wisconsin; AMVETS and the Patriot Guard Riders.

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