

HBO and The National Museum of the Pacific War Invite Visitors to Thank WWII Veterans and Active Military Via Video Tribute Kiosks

Record your own video tribute message and be a part of the
HBO *Pacific* Tribute Campaign

(Fredericksburg, TX) March 15, 2010 -- In honor of World War II veterans and in appreciation of those currently serving, HBO is launching a video tribute campaign for the troops in partnership with national museums dedicated to preserving the history of WWII. Visitors to the National Museum of the Pacific War's George H.W. Bush Gallery now have the chance to record a video "thank you" message that will become part of a national tribute.

Select video tributes will be collected for a montage that will appear on HBO.com and will be distributed to the troops through partnerships with military and veterans organizations.

HBO *Pacific* Tribute Campaign Kiosk in the Museum's Bush Gallery will allow visitors to thank veterans and active military with a 30-second video message, free of charge. The touch-screen kiosk is as easy to use as an ATM. The kiosk uses a new technology, called MeTV, that lets individuals record a high-definition video and e-mail it to any address. MeTV is the first live, location-based broadcast network that embodies many of today's top social media trends. All videos recorded at the Museum will go directly to HBO where select videos will be included in the national montage. There is also an option to send the video directly to a soldier, for those with a friend or family member currently serving.

The HBO *Pacific* Tribute Campaign kiosk is at the National Museum of the Pacific War through Memorial Day. Museum hours are 9 am – 5 pm daily. For those who are unable to attend, HBO is also offering access to a desktop application that lets individuals with a webcam record a video message at home. For more information, email schutts@NimitzFoundation.org.

"We're delighted to be part of this national project to let our troops know how much we appreciate their dedication to serving our country. Our Museum is committed to honoring those who served our country in World War II and recognizing the sacrifices and contributions of our active duty service men and women – and their families," said Helen McDonald, Director of Programs for the Admiral Nimitz Foundation.

The tribute campaign coincides with the premiere of HBO's epic miniseries *The Pacific*, based on the true stories of World War II Marines and executive-produced by Tom Hanks, Steven Spielberg and Gary Goetzman. *The Pacific* tracks the intertwined real-life journeys of three U.S. Marines across the vast canvas of the Pacific Theater during World War II, from their first battle on Guadalcanal to their return home after V-J Day. *The Pacific* is airing on HBO on ten consecutive Sundays through May 16.

"We are honored to help provide an opportunity for friends, family, neighbors and everyday citizens to thank veterans and active duty military members for their service to our country," said Zach Enterlin, Vice President of Advertising and Promotions, HBO. "Our hope is that the faces and voices in these personal video messages will demonstrate the true, heartfelt gratitude our nation owes to the men and women of our armed forces."

The following Museums are supporting the HBO Pacific Tribute Campaign: American Airlines C.R. Smith Museum: Fort Worth, TX; Battleship Cove: Fall River, MA; Battleship Missouri Memorial: Honolulu, HI; Battleship New Jersey Museum and Memorial: Camden, NJ; Battleship Wisconsin at Nauticus: Norfolk, VA; Carnegie Science Center - USS Requin Submarine: Pittsburgh, PA; Charlestown Navy Yard Visitors Center: Boston, MA; National Museum of the Marine Corps: Quantico, VA; National Museum of the Pacific War: Fredericksburg, TX; National Naval Aviation Museum: Pensacola, FL; Patriots Point Naval & Maritime Museum: Mt. Pleasant, SC; The National WWII Museum: New Orleans, LA; United States Navy Memorial Foundation: Washington DC; USS ALABAMA Battleship Memorial Park: Mobile, AL; USS LEXINGTON Museum On The Bay: Corpus Christi, TX; USS Midway Museum: San Diego, CA. The Historic Naval Ships Association is also supporting the program.

About The Pacific

The Pacific tracks the intertwined real-life journeys of three U.S. Marines – Robert Leckie (James Badge Dale), Eugene Sledge (Joe Mazzello) and John Basilone (Jon Seda) – across the vast canvas of the Pacific Theater during World War II. The miniseries follows these men and their fellow Marines from their first battle with the Japanese on Guadalcanal, through the rain forests of Cape Gloucester and the strongholds of Peleliu, across the bloody sands of Iwo Jima and through the horror of Okinawa, and finally to their triumphant but uneasy return home after V-J Day.

The HBO Miniseries presentation of a Playtone and DreamWorks production is executive produced by Tom Hanks, Steven Spielberg and Gary Goetzman, the producing team behind the Emmy® Award-winning and Golden Globe-winning 2001 HBO miniseries *Band of Brothers*. Hanks and Goetzman also executive produced the HBO miniseries *John Adams*, which won a record-breaking 13 Emmys® in 2008. *The Pacific* debuts with Part One on Sunday, March 14 (9:00pm ET/PT), followed by other parts debuting on consecutive Sundays at the same time through May 16.

About the National Museum of the Pacific War

The Museum is a national treasure located in historic Fredericksburg, Texas. It contains three museums covering six acres of 45,000 square feet of modern, engaging exhibits with beautiful gardens and courtyards. The visitor will experience the true history of World War II in the Pacific through advanced media, custom animations, and stunning archival film and photography. The Museum is open seven days a week, 9-5 PM. (It is closed Thanksgiving as well as Christmas Eve and Day.)

The National Museum of the Pacific War is a Texas Historical Commission property operated by the Admiral Nimitz Foundation. It is located in Fredericksburg in the Texas Hill Country, hometown of Fleet Admiral Chester W. Nimitz.