



FOR IMMEDIATE RELEASE
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**THE NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM IS HONORING U.S.
VETERANS IN A SALUTE TO SERVICE TRIBUTE**

*Google and the 9/11 Memorial Partner on Special Installation Exploring Untold Stories
of Extraordinary Service in Response to 9/11 as Part of the Tribute*

*The Interactive Installation, powered by Google Tour Builder, will be on Display
Through Nov. 14 in the Museum*

(New York) November 7, 2014 – The National September 11 Memorial & Museum is recognizing the bravery and sacrifice of U.S. veterans during a Salute to Service tribute from Nov. 7 through Nov. 11.

Veterans will receive free Museum admission throughout the five-day tribute, during which the 9/11 Memorial will host a series of events, programs and exhibitions, including a ceremony and ribbon tying for veterans and their families. Please visit 911memorial.org/veterans for more information on events that are open to the public. The ceremonies and events will take place on the Memorial plaza and inside the Museum.

“This year’s Salute to Service will be a fitting tribute to the commitment and sacrifice our veterans have made on behalf of our exceptional nation,” 9/11 Memorial President Joe Daniels said. “We invite all United States military veterans and their families to visit this truly sacred place throughout this salute, and encourage all to join in paying tribute to those who have served and continue to serve our country with such bravery.”

“This is a wonderful five-day tribute to the men and women who have proudly served our country. As a veteran, I am pleased to be a part of this great program recognizing U.S. service members,” said 9/11 Board Member John C. Whitehead, who served in the Navy in World War II. He is also the founding chairman of the National September 11 Memorial & Museum.

Google and the 9/11 Memorial have partnered on a one-of-a-kind installation for the Salute to Service tribute that will be on display in the Museum’s Foundation Hall. The exhibit explores the immediate and heroic actions of U.S. service members following the 9/11 attacks. Veterans and active-duty military who have visited the Memorial and Museum often cite 9/11 as their motivation or call to serve.

“The Call to Serve” interactive installation is powered by [Google Tour Builder](http://GoogleTourBuilder.com) and follows the stories of nine veterans and military personnel, some who were inspired to join the armed forces and others who were deployed into harm’s way in the days and months after the attacks. These stories honor their service and the efforts of all who followed in their footsteps. The installation features touch screens

that allow users to navigate through a virtual tour using Google Earth's imagery alongside custom content and personal photos provided by those veterans and personnel. It will be on view in the Museum through Nov. 14, and available online at 911memorial.org/calltoserve.

Veterans whose stories are featured in the installation will participate in two corresponding live talks on Nov. 10 at 12 p.m. and 1 p.m. in the Museum's auditorium. Both events are free to ticketed Museum visitors on a first-come, first-served basis.

"The Salute to Service is the 9/11 Memorial's way of honoring and paying special tribute to service men and woman who have bravely protected our country," said 9/11 Memorial Board Member John E. Zuccotti, who served in the U.S. military. "Thank you to my military brothers and sisters for your valor and heroism. I salute you."

This year's Salute to Service will also feature a photo installation and live discussion with photojournalist Ashley Gilbertson who will discuss his latest work from his "Bedrooms of the Fallen" book. The images in the book depict the bedrooms of 40 soldiers who were killed in Iraq or Afghanistan, the equivalent of a single platoon. The fallen service members were from the United States, Canada, England, France, Germany, Italy, the Netherlands and Scotland.

"This is an excellent way to honor those who have served in the military and exhibited tremendous courage while fighting for our country overseas," said Lee Ielpi, a 9/11 Memorial Board Member, who lost his son Jonathan on 9/11. "I encourage you to help us recognize them for their bravery." Ielpi served in the U.S. Army in Vietnam. He joined the FDNY in September 1970.

"It makes me very proud to see the 9/11 Memorial treat our veterans and their families with such great respect," said 9/11 Memorial Board Member Maurice Greenberg, who served in the U.S. Army in Europe during World War II and in the Korean conflict, rising to the rank of captain. He is a recipient of the Bronze Star.

The Salute to Service will provide information to veterans about employment opportunities and access to advocacy groups such as Team Red, White and Blue, Wounded Warrior Project, Operation Mend and The Mission Continues.

"The 9/11 Memorial has always shown great respect for our veterans and this five-day tribute is a powerful example of that. We are urging veterans to visit the Memorial and Museum during their Salute to Service," said Joe Quinn, Team Red, White and Blue Northeast Regional Director. Quinn, who lost his brother James on 9/11, served two deployments in Iraq for the U.S. Army.

Please visit 911memorial.org/veterans and join us in honoring the men and women who have served our country, all those who continue to serve, and the families who support them. Then share your experience using the hashtag #ThankAVet.

First Data, a global technology leader in the financial services industry, is the benefactor of the 2014 Salute to Service.

ABOUT THE NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM

The National September 11 Memorial & Museum is the not-for-profit corporation created to oversee the design, fundraising, programming and operations of the Memorial and Museum. The Memorial and Museum are located on eight of the 16 acres of the World Trade Center site.

The Memorial remembers and honors the 2,983 people who were killed in the horrific attacks of September 11, 2001 and February 26, 1993. The design, created by Michael Arad and Peter Walker, consists of two reflecting pools formed in the footprints of the original Twin Towers and a plaza of trees. The Museum displays monumental artifacts linked to the events of 9/11, while presenting intimate stories of loss, compassion, reckoning and recovery that are central to telling the story of the 2001 and 1993 attacks and the aftermath. It also explores the global impact of 9/11 and its continuing significance. Davis Brody Bond are the architects of the belowground Museum and Snøhetta designed its entry pavilion. The Museum's exhibition designers include Thinc, Local Projects and Layman Design.

For more information or to reserve a ticket to the 9/11 Memorial Museum, go to 911memorial.org.

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