



PRESS RELEASE

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For Immediate Release

Date: January 3, 2023
Contact: Mayor's Office/Maya Schneider
Phone: 262-797-2441

ATTENTION NEW BERLIN HOMETOWN ACTIVE MILITARY

New Berlin, WI - The City of New Berlin is seeking active hometown military servicemen/women to participate in the City's "**Celebrate Our Local Heroes**" program. This Program is designed to encourage the Community to honor and recognize active Military personnel that consider New Berlin their hometown.

Street Light Pole banners will display the official military photo of the service person, as well as his or her name, rank and branch of the U.S. Armed Services. Banners will be displayed from Memorial Day through October. Banners will be presented to honorees or their families at the City's November 2023 Veterans Day Ceremony.

Applicants must be actively serving in any of the following military branches:

- Army/Army Reserve/Army National Guard
- Air Force/Air Force Reserve/Air National Guard
- Coast Guard/Coast Guard Reserve
- Marine Corps/Marine Corps Reserve
- Navy/Navy Reserve

Applications for the 2023 season must be submitted by May 1, 2023. Service members or a family member, on their behalf, may apply. An official electronic service photo is required with the application.

All questions related to the Banner Program should be directed to Maya Schneider at 262-797-2441 or mschneider@newberlin.org

Applications and further details are available online at the city website at the following link:
<http://www.newberlin.org/916/Celebrate-our-Local-Military-Heroes>

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Cc: Aldermen, media