



AHC's Second-Annual 'Salute to Sacrifice' Pays Tribute to Our Armed Forces

AHC Teams Up with Top Military Support Organizations

May 26, 2016

(Silver Spring, Md.) — American Heroes Channel (AHC) today announced **SALUTE TO SACRIFICE** 2016, the network's second-annual multi-platform campaign honoring the valor and selflessness of our nation's veterans and active duty service members. Together with partners and veterans support groups The American Legion, The Bob Woodruff Foundation, Got Your 6, United Service Organizations (USO), Veterans of Foreign Wars of the United States (VFW) and Blue Star Families, AHC will honor those who defend our country and our freedom. Through PSAs, on-air and online resources, and a full day of the network's signature history programming airing on Memorial Day, AHC will provide a broad platform for highlighting issues faced by our armed forces and their families.

“Celebrating the service and sacrifice of our nation's military, who have made our country what it is today, is the heartbeat of AHC,” said Kevin Bennett, executive vice president and general manager, American Heroes Channel. “AHC is proud to both honor and drive awareness for the issues faced by these individuals and their families by teaming up with the very best military organizations. Together, we're opening the dialogue and providing resources for Americans to show their appreciation—and to make the lives of these courageous heroes a little easier.”

AHC will feature a full day of programming focused on the key historical moments from the past century—and the heroes that shaped them. On Memorial Day—Monday, May 30—AHC kicks off the **SALUTE TO SACRIFICE** marathon with an encore airing of **ULTIMATE WARFARE** at 6/7 AM central. Memorial Day programming highlights include:

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WORLD WAR II IN COLOR

Marathon airs all day beginning at 8/7 AM central

Using cutting-edge colorization techniques and information taken from recently-released secret documents, this remarkable 13-part series explores aspects of WWII that have previously never been revealed.

STORMING NORMANDY

Preparing for War airs at 9/8 PM central

See how the Allies come together to create a master invasion plan to take down the Nazi Empire—from the summer of 1941, when President Roosevelt and Winston Churchill first discuss the invasion, to the touchdown on June 6, 1944.

STORMING NORMANDY

Launching the Assault airs at 10/9 PM central

June 6, 1944: the D-Day Invasion begins. Through combat camera footage, see firsthand the brave men who risked their lives storming the beaches of Normandy, and marching onward to liberate Paris—all in the name of liberating the world from Adolf Hitler and the Nazi Empire.

About AHC's 2016 **SALUTE TO SACRIFICE** Veterans Support Groups and Partners:

With a current membership of 2.2 million wartime veterans, **The American Legion** was founded in 1919 on the four pillars of a strong national security, veterans affairs, Americanism, and youth programs. Legionnaires work for the betterment of their communities through nearly 13,500 posts across the nation.

The Bob Woodruff Foundation (BWF) is the nonprofit organization dedicated to ensuring that post-9/11 injured service members, veterans and their families thrive long after they return home. A national organization with grassroots reach, the Bob Woodruff Foundation complements the work of the federal government —diligently navigating the maze of more than 46,000 nonprofits providing services to veterans—to find, fund and shape innovative programs and hold them accountable for results. To date, BWF has invested more than \$30 million in solutions, reaching more than 2 million service members, support personnel, veterans and their families. The Bob Woodruff Foundation was co-founded in 2006 by award-winning ABC news anchor Bob Woodruff and his family, whose experiences inspired them to help make sure the nation's heroes have access to the high level of support and resources they deserve, for as long as they need them. For more information about the Bob Woodruff Foundation, please visit bobwoodrufffoundation.org or on Facebook and Twitter at @Stand4Heroes.

Got Your 6 is a campaign that unites nonprofit, Hollywood, and government partners to empower veterans to lead a resurgence of community. Got Your 6 believes that veterans are leaders, team builders, and problem-solvers who have the unique potential to strengthen communities across the country. As a coalition, Got Your 6 works to integrate these perspectives into popular culture, engage veterans and civilians together to foster understanding, and empower veterans to lead in their communities. Since 2013, Got Your 6 has distributed grants totaling more than \$5 million to a dozen veteran-focused non-profit partners. For more information visit www.gotyour6.org. Be the Change, Inc., an independent 501(c)(3) not-for-profit organization, is the organizing body of Got Your 6.

The United Service Organizations (USO) strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation. At hundreds of locations worldwide, we are united in our commitment to connect our service members and their families through countless acts of caring, comfort, and support. The USO is a private, non-profit organization, not a government agency. Our programs, services and entertainment tours are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff. To join us in this important mission, and to learn more about the USO, please visit uso.org.

The Veterans of Foreign Wars of the United States (VFW) is the nation's largest and oldest major war veterans organization. Founded in 1899 and chartered by Congress in 1936, the VFW is comprised entirely of eligible veterans and military service members from the active, Guard and Reserve forces. With nearly 1.7 million VFW and Auxiliary members located in more than 6,600 Posts worldwide, the nonprofit veterans service organization is proud to proclaim "NO ONE DOES MORE FOR VETERANS" than the VFW, which is dedicated to veterans' service, legislative advocacy, and military and community service programs. For more information or to join, visit our website at www.vfw.org.

Blue Star Families is a national, nonprofit network of military spouses, children, parents and friends, as well as service members, veterans and civilians, dedicated to supporting, connecting and empowering military families. With our partners, Blue Star Families leverages data-driven insights to curate resources for military families, including career development tools, local community events for families, and caregiver support. Since its inception in 2009, Blue Star Families has engaged tens of thousands of volunteers and serves more than 1.5 million military family members. Blue Star Families also works directly with the Department of Defense and senior members of local, State and Federal government to bring the most important military family issues to light. With Blue Star Families, military families can find answers to their challenges anywhere they are. Visit bluestarfam.org for more information.

Additional information about the initiative and partners for **SALUTE TO SACRIFICE** can be found at <http://www.ahctv.com/sacrifice>. On social media, please follow and join in

on the conversation using the hashtag, #SaluteToSacrifice.

About American Heroes Channel

American Heroes Channel (AHC) is television's home for high-quality history content. Embracing the totality of history through the incredible, brave and infamous characters that have fought for what they believe in and driven change, AHC provides a rare glimpse into major events that shaped our world, and the great defenders of our freedom. After all, heroes make history. Currently in nearly 60 million U.S. homes, AHC is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 pay-tv programmer reaching 3 billion cumulative subscribers in more than 220 countries and territories. For more information, please visit AHCtv.com, facebook.com/AHCtelevision, or [Twitter.com/AHC TV](https://Twitter.com/AHC_TV).