




For those who gave all,
WE REMEMBER.



Memorial Day 2022: Media + Advocate Tool Kit

The background of the entire image is a dense, repeating pattern of red poppies. The flowers are in various stages of bloom, with some showing dark centers and others more open. The overall tone is a deep, rich red.

On Memorial Day, the red poppy is a symbol of remembrance for the more than 645,000 Americans who have died in military service since World War I.

USAA invites you to join the nation in remembering and honoring the lives of each individual who made the ultimate sacrifice.



Memorial Day is a time to reflect on the service and sacrifice of our fallen military heroes. We ask all Americans to join us in paying tribute to these men and women through a variety of ways:

- Visit the USAA Poppy Wall of Honor on the National Mall in Washington, D.C., or visit the Poppy Exhibits at the [USS Midway](#) Museum in San Diego or at the [National Veterans Memorial and Museum](#) in Columbus, Ohio.
- Write a tribute to a friend or loved one who died in military service, post it on social using #PoppyInMemory and encourage others to continue the conversation in their social channels using #PoppyInMemory.
- Make a paper poppy with your children to teach them the meaning of Memorial Day and that the flower represents individuals who gave their lives for us in military service. You can download templates and instructions at [usaa.com/memorialday](#).
- On Snapchat, use the augmented reality lens to view the USAA Poppy Wall of Honor virtually and dedicate a poppy to a fallen service member.
- Support or volunteer with nonprofits such as [wear blue: run to remember](#) or [Tragedy Assistance Program for Survivors](#) that support the families of our fallen service members.
- Explore stories, photos and videos at [usaa.com/memorialday](#) to learn about the lives of individuals who gave everything for our nation.



Below are sample posts that your organization can use in your social channels to help raise awareness of the true meaning of Memorial Day and offer remembrance to our fallen service members. We encourage you to also create your own personalized message to share in social channels.

1. Facebook: This Memorial Day, let's take a moment to remember the lives of those who gave all in service to our nation. #PoppyInMemory
2. Instagram: On Memorial Day, we honor those who gave all in service to our nation. Who will you remember? #PoppyInMemory
3. Twitter: Every #PoppyInMemory tells the story of a life lived and lost. Take a moment on Memorial Day to pay tribute to a fallen hero or to all who died defending our freedom.

Please share USAA's Memorial Day posts or create your own personalized message to help grow awareness to the meaning of Memorial Day and how we can all pause to remember those that have given all for our country. Creative assets can be found [HERE](#) for your use.



Facebook



Instagram

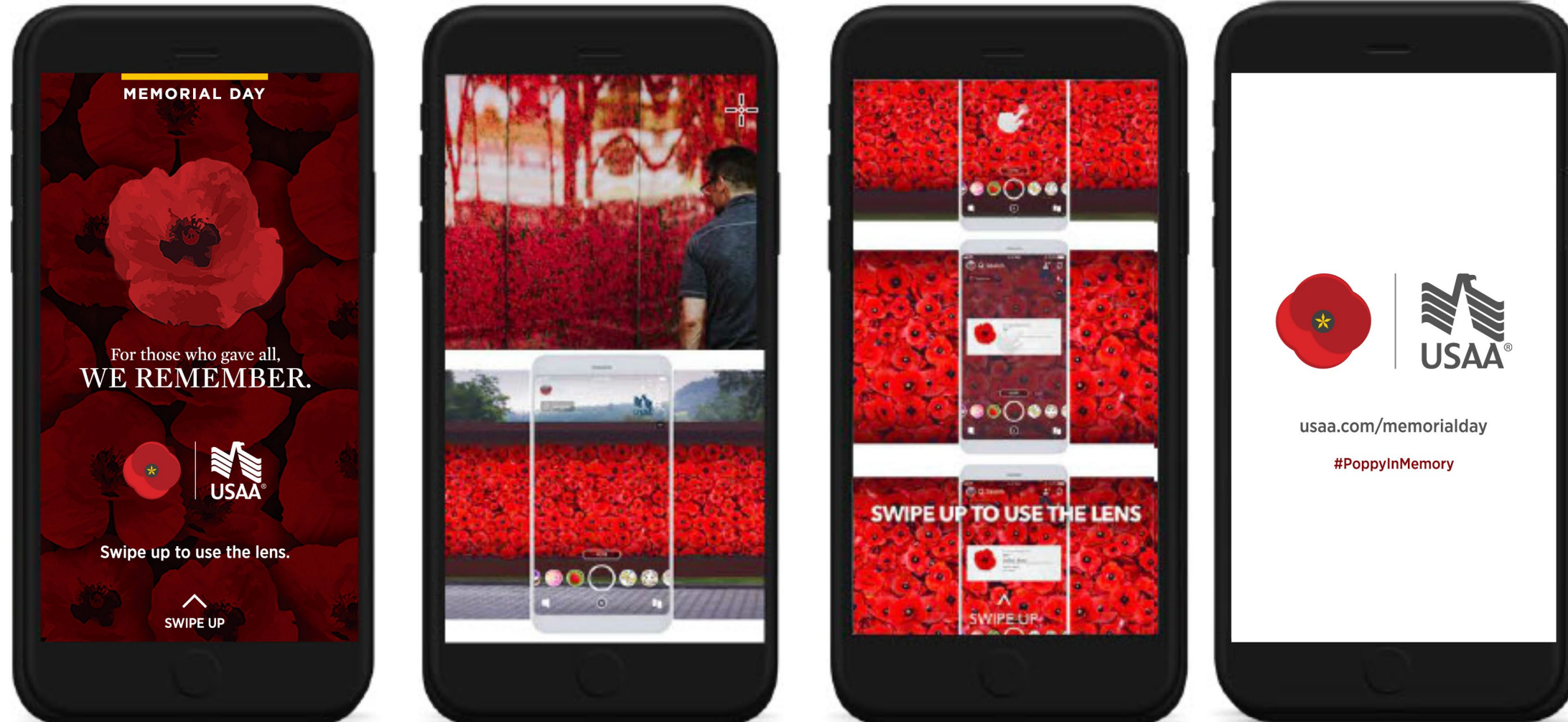


Twitter

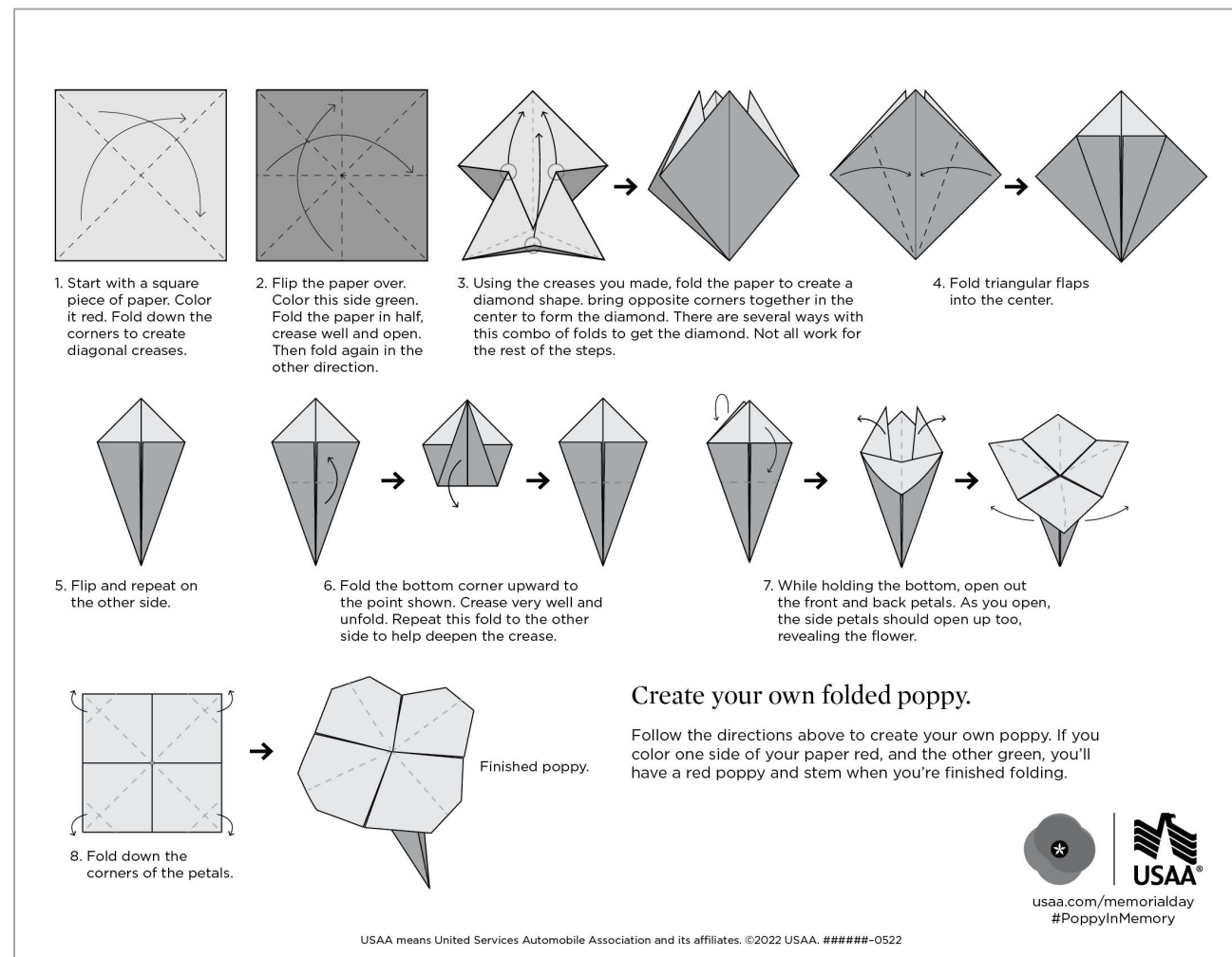




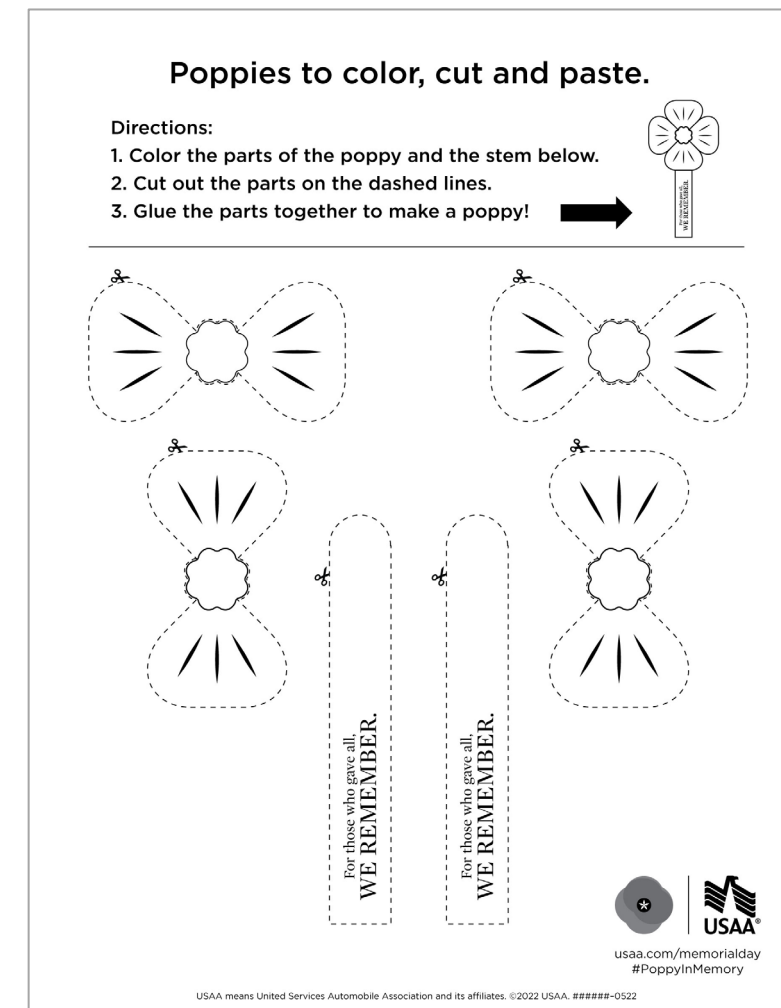
Snapchat users can see a see a virtual poppy wall. On-screen prompts add context to what the user is seeing and guide them through the dedication experience. Users can create a personalized or general dedication for a fallen service member and share it with their friends on Snapchat or download to share on other social platforms.



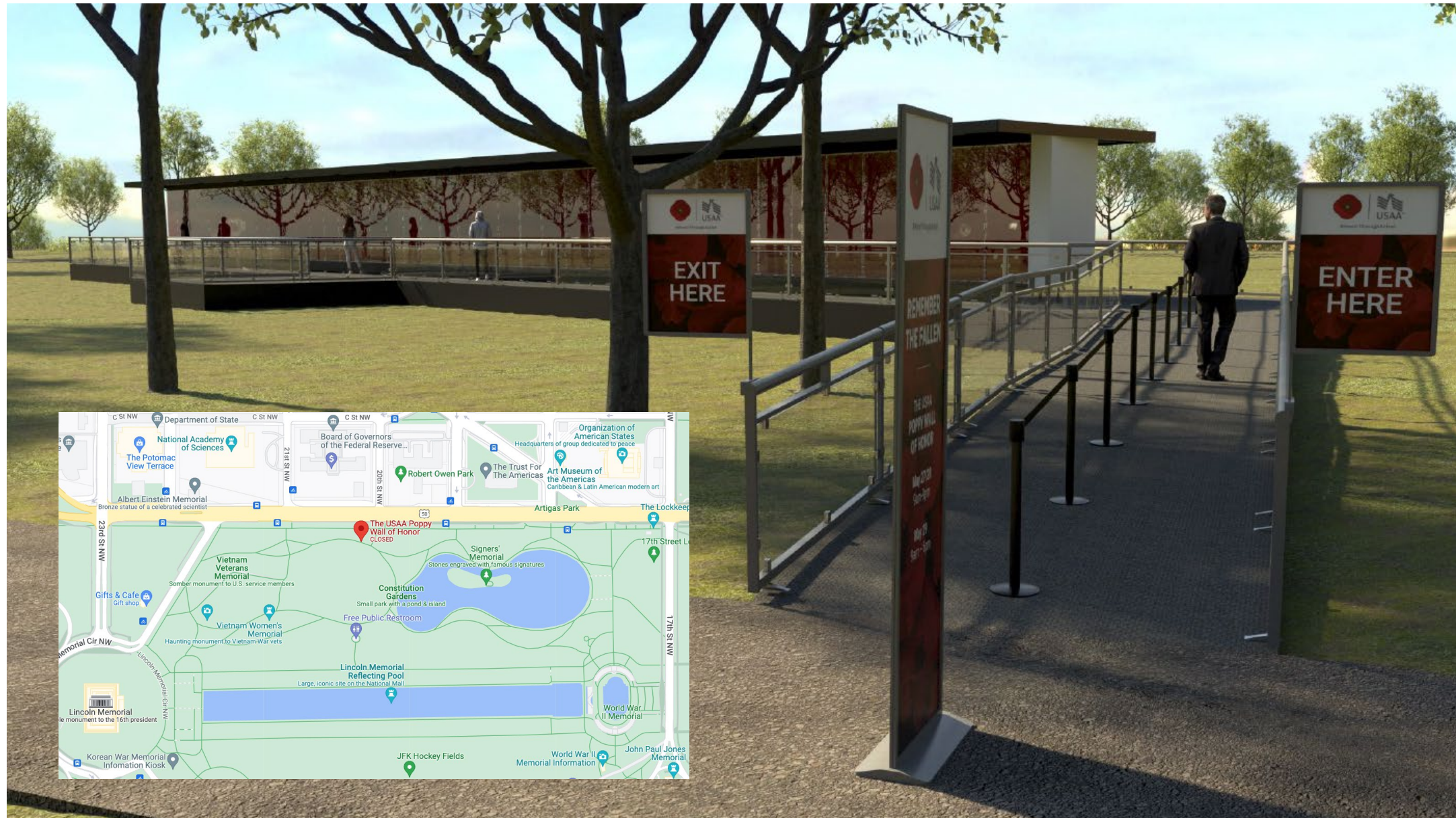
Make a paper poppy with your kids and dedicate it to a service member to teach them the flower represents individuals who gave their lives for us.



Origami activity page ([download](#))



Poppy coloring page ([download](#))



Poppy Wall of Honor
Washington, D.C.

Poppy Exhibit
National Veterans Memorial Museum, Columbus, OH
USS Midway Museum, San Diego, CA



