

HISTORIC OPPORTUNITY TO ASSOCIATE YOUR NAME WITH THE MOST “EXCLUSIVE” GROUP IN AMERICA

Imagine the direct and intrinsic benefits to be derived from associating your entity
with the most exclusive group in America—recipients of the Medal of Honor.

“No amount of money, power or influence can buy one’s rite of passage to this exclusive circle, and unlike almost any other organization, this group’s members hope that there will be no more inductees.”

- Congressional Medal of Honor Society’s Internet Site (www.cmohs.org)

These living honorees represent all races, social classes, educational and economic strata. They are emblematic of America’s ideals of courage, sacrifice, and patriotism. In fact, our nation’s respect for the Medal of Honor is so solemn that each recipient receives a salute from the President of the United States as well as members of the Joints Chiefs of Staff. Presented in the name of the Congress, usually by The President, the Medal of Honor is without equal. It stands above all others in prestige and reverence. Likewise, this Collection of portraits provides a tangible representation of the best in human values, high principles and exemplary standards. This association, when combined with this venerated stature, creates enormous intrinsic value. For the first time in history, you have an opportunity to associate yourself with a limited edition collection of profound portraits of Medal of Honor recipients. Consider the enhanced patriotic spirit that will emerge from your employees and/or stockholders by acquiring The Medal of Honor Portrait Collection.

Additionally, this acquisition will be a public testament to your organization’s values and admiration of these esteemed heroes as well as our troops. It is often said that when you honor one soldier, you honor all.

“Customers want to deal with companies that have ‘profound, visceral integrity.’ The brand promise must be true to corporate values, attributes and product/service offerings; making and keeping true brand promises create trust, which over time creates brand equity,” noted a national marketing and branding consultant.

Attendant to these are such attributes as: Integrity-Trust-Leadership - Honor - Courage - Dedication - Resolve.

Your acquisition of the Collection will create valuable opportunities for marketing, advertising and public relations, such as:

- Circulating & exhibiting the Collection at corporate headquarters and other company offices and plants.
- Hosting private receptions for clients/customers, community/government leaders, suppliers, employees and their families, stockholders, and media.
- Inviting Medal of Honor recipients to participate in the official opening of the exhibition and/or requesting that recipients speak to management and other employees on topics such as: Citizenship: The belief that ordinary Americans have the potential to challenge fate and change the course of history. Integrity: The mark of a true hero is to have the moral courage to do what needs to be done because it is the right thing to do.
- A treasured endowment to a prominent museum, presidential library, military academy or special institution.
- Publicity announcements in general, trade and specialized media.
- Notices in annual report, company publications, and on the organization’s internet site.
- Placement of an institutional ad that would appear in select media outlets, specialized publications, and strategic markets.

Those Americans with direct family ties to the estimated 25 million veterans represent a powerful consumer force. And these 70 million consumers will appreciate the public support, particularly for those troops now embattled in distant war zones.



THE DEFINITIVE COLLECTION OF AMERICA'S MOST HONORED HERO.

"The portraits are stunning, awe-inspiring, perfect. I know a number of the Medal of Honor men in the photographs and am just overwhelmed by the sensitivity of the photos."

- THE LATE STEPHEN E. AMBROSE
Founder of the National D-Day Museum, Distinguished Historian & Author

The Medal of Honor Portrait Collection represents the foremost photographic assemblage ever produced of military heroes who embody the spirit of America. The Collection consists of two editions, each containing contemporary portraits of Medal of Honor recipients. The Patriot Portfolio Edition contains the artist's selection of 25 (16" x 20") images and will be limited to just 100 portfolios. The Valor Portfolio Edition includes the complete Collection of 100 portraits and will be limited to only 50 portfolios

offered in a 20" x 24" format. The black and white photographs will be printed to the highest archival standards and on the finest paper currently available. Each portfolio comes in a specially crafted portfolio case. Also, accompanying each photograph will be inspiring sentiments, expressed in each honoree's words (*foil-stamped in silver*), about duty, honor, country, courage, self-sacrifice and patriotism. For example:

"Go with honor, live with honor, return with honor. That is America in action."

- GEORGE E. "BUD" DAY

"Your word is your sacred bond; your legacy should be honesty, honor and trust, by always keeping your word, you will always be remembered."

- CHIEF ERNEST CHILDERS

"There is no greater honor than the opportunity to serve and help preserve our freedom. Freedom is the essence of humanity."

- JAMES E. LIVINGSTON

"Personal honor is the most important element in becoming a good citizen and a great leader in this country."

- RONALD E. ROSSER

RAISE HIGH THE CHALICE OF OUR GRATITUDE

This stunning collection of portraits will touch your heart, sear your soul, and remind you of the exquisite price of freedom and the breathtaking courage of heroes. Each man commemorated in this remarkable Collection represents one among the only 3,440 individuals ever to be so decorated since the Medal of Honor was first awarded in 1862. For each of them, the combat situation in which they earned this honor was not a glorious moment. It was more like a walk through hell, a moment in time which called forth the amazing energy, agonizing split-second choices, extraordinary focus and strength of heart that allowed them to stand, with their very lives, for what they believed in.

Here we see men whose lives and stories are as diverse as America. They're black and white, Asian and Hispanic. They are sons of sharecroppers, brothers of bankers. They're seventeen-year old volunteers, career soldiers, and military academy graduates. They're infantry men and pilots, flamethrower men and medics. Whatever their origin, however great their diversity, their differences were dissolved as each became a hero in his moment of personal destiny.

True heroism always embodies a paradox—the knowledge that war is hell and life is precious beyond measure; and it is in the midst of this greatest conundrum of civilization that the hero takes his stand. Perhaps more than the rest of us, these Medal of Honor recipients know that there is anguish as well as glory in heroism. For every man thus honored there are thousands fallen. For every victory, there are also losses. To be a hero, then, is to live in the midst of this anguishing paradox. What is so remarkable about the photographs in this collection is that this difficult truth has also been captured in each of these stunningly unforgettable portraits. We see the faces of men who paid the price of heroism, not only for themselves, but also for their nation.

More than words can express, these portraits poignantly establish in our hearts and minds the measure of what each of these true soldiers gave. As we gaze into their eyes and contemplate their experience, and think of what it means to us, we can only, to each one of these brave souls, these heroes, raise high the chalice of our gratitude.



RAYMOND G. MURPHY



“We live in the best country in the world. It is our duty to love, guide and protect it.”



