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## Media Alert



### Smith & Wesson Invites Community to Honor and Celebrate Veterans & Military Families on Memorial Day

**Monday, May 26, 2014**

**Roosevelt Avenue between Cottage St. and Performance Blvd.  
11:00 a.m. – Veterans Memorial Flagpole Rededication Ceremony  
12:00 p.m. – 4:00 p.m. – Celebration of Heroes**

SPRINGFIELD, Mass., May 11, 2013 -- Smith & Wesson Corporation, a leader in firearm manufacturing and design and a member of the Springfield community for 162 years, today announced that it will host a series of events on Memorial Day to honor local veterans, active duty members of the U.S. Armed Forces and military families. The day's events will take place on Roosevelt Avenue between Cottage Street and Performance Boulevard.

Parking will be available at Smith & Wesson (entrance on Cottage Street) and at the Pioneer Valley Transit Authority's (PVTA) lot at 649 Cottage Street. PVTA will be providing a free shuttle service to and from the event from their lot.

#### **Veterans Memorial Flagpole Rededication Ceremony**

Smith & Wesson invites the community to start the day at 11:00am by attending the Roosevelt Avenue Veterans Memorial Flagpole Rededication Ceremony on the 82<sup>nd</sup> anniversary of the flagpole's original dedication in 1932.

- The Veteran's Memorial Flagpole Rededication Ceremony will include remarks from James Debney (President & Chief Executive Officer of Smith & Wesson), Mayor Domenic J. Sarno, Colonel James Keefe (Commander, Barnes Air National Guard) and Lieutenant Colonel Rodney Furr (439th Airlift Control Flight Director of Operations, Westover Air Reserve Base).
- Students from each of Springfield's four high schools' JROTC programs will serve as a

Color Guard and will raise the flag on the newly restored flagpole. Colonel Keefe and Lieutenant Colonel Furr will also lay wreaths at the newly restored memorial.

### **Celebration of Heroes**

Following the Rededication Ceremony, Smith & Wesson will host a community-wide Celebration of Heroes from 12:00 until 4:00 p.m.

- There is no admission fee, and proceeds from the sale of tickets for activities and other items at the event will benefit Friends of Ward 8 and Friends of the Springfield Vet Center, two local veterans' organizations supported by Smith & Wesson.
- The regions veterans and members of the U.S. Armed Forces will be honored with a video tribute that will air throughout the celebration. Members of the community submitted all of the photos used in the tribute.

### **Food & Drink**

- From Cottage Street to Performance Boulevard, Roosevelt Avenue will be lined with food trucks, offering everything from traditional fair food to BBQ to Asian fusion tacos and Nutella covered bacon.
- Hofbrauhaus, will be sponsoring a beer garden. Guests who are 21 years of age or over with proper ID will be offered a selection of beverages to enjoy with their meal.

### **Entertainment**

- In addition to bounce houses, a rock wall, jousting and other activities, children of all ages are invited to take part in a Memorial Day themed kids' craft and face painting.
- "Don't Call Me Shirley," a "wicked fun" cover band from Newburyport, MA will take the stage from 12:00 – 2:30. At 3:00 pm, rising country star Austin Webb will treat guests to a special hour-long concert to close out the celebration. Local radio stations Kix 100.9 and Mix 93.1 will be broadcasting live throughout the day.
- The Balise Auto Group will be sponsoring a "Beach Ball Blowout," where participants can enter a chance to win one of four iPad Minis. There will be drawings once every hour from 1:00 – 4:00pm, and guests must be present with identification in order to win.

### **Sponsors**

Smith & Wesson would like to recognize the following sponsors who collaborated with them to make this day possible: The Springfield Republican, Clear Channel Radio, Big Y, Balise Auto Group, Pioneer Valley Transit Authority, Columbia Gas, Valet Park of America, and JX2 Productions.

### **About Smith & Wesson**

Smith & Wesson Holding Corporation (NASDAQ Global Select: SWHC) is a U.S.-based leader in firearm manufacturing and design, delivering a broad portfolio of quality firearms, related products, and training to the global military, law enforcement, and consumer markets. The company's brands include Smith & Wesson®, M&P® and Thompson/Center Arms™. Smith & Wesson facilities are located in Massachusetts and Maine. For more information on Smith & Wesson, log on to [www.smith-wesson.com](http://www.smith-wesson.com).