



EST. 1775

**250**

★ U.S. ARMY  
THIS WE'LL DEFEND

Happy 250th Birthday U.S. Army  
★ 1775-2025 ★

# COMMUNICATIONS PLAYBOOK

U.S. ARMY ★ 250 BIRTHDAY ★ JUNE 14 2025



#Army250





# 250th U.S. ARMY BIRTHDAY



For 250 years, Army Soldiers and civilians have supported our nation with their service. We will continue to defend our nation in the future.

*“To be prepared for war is one of the most effectual means of preserving peace.”*

– Gen. George Washington, first President of the United States



The American Revolutionary War 250th YEAR Commemoration

Visit [army.mil/1775](https://army.mil/1775) and <https://history.army.mil/Revwar250/> to learn more about the establishment of the Army and locations of birthday celebrations.



On June 14, 2025, the U.S. Army will mark a significant milestone – the 250th anniversary of the establishment of our service. The central theme for the celebration is “This We’ll Defend,” which highlights the commitment of our Soldiers and civilians to defending our country, just as they always have. Our campaign is focused on national public awareness and engagement effort to reach audiences at home and abroad, ensuring this is the largest and most inclusive commemoration in history.

**Background:** The Army’s 250th birthday (2025) and America250 (2026) provide the Army with several high-profile opportunities to:

- Maximize opportunities to build and maintain strong relationships with the American public
- Educate others about what the Army has done and continues to do for our nation
- Highlight the pivotal role of the Army in the establishment and ongoing development of our nation
- Demonstrate continuity of the Army values
- Partner communication with community leaders
- Promote recruitment and emphasize the benefits of service

<b>2025</b>	The Army commemorates its 250th birthday throughout the year
<b>2026</b>	The nation commemorates its semi quin centennial with America250! celebrations
<b>2025-2033</b>	The U.S. Army Center of Military History commemorates the Revolutionary War (which was from 1775-1783)

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# COMMUNICATION CAMPAIGN

## MISSION

From January 1-December 31, 2025, leaders and communicators at unit, installation, and Army levels will leverage the 250th anniversary as a key communication event across all echelons of the Army organization. Army birthday communication and events will increase public awareness and appreciation of the U.S. Army's enduring opportunities, readiness, and values with key audiences by highlighting the achievements of past and present Soldiers and civilians.

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## AUDIENCES

- Allies and partners
- Prospects
- Army veterans
- Parents, educators and coaches of high school aged youth
- Soldiers and their immediate families and Army civilians

## CONDUITS

- Military and Veteran Service Organizations (MSO / VSO)
- CASAs, Members of Congress, think tanks (NCR Specific)
- Army social media influencers
- Traditional online media
- Broadcast / print media
- National sports affiliates (regionally dependent)
- Podcasts

## GOAL

Leverage Army birthday as a synchronized communication campaign to celebrate the Army's history, recognize the possibilities of Army service, and look forward to what the Army can accomplish in the future.



*As we prepare for our future we also reflect on our past. 'This we'll defend' was first used as a battle cry by the Continental Army. Today it reminds us that our Army's purpose is clear: To fight and win the nation's wars. We remain committed to honing our warfighting skills, enforcing standards and discipline, and living the values that have defined our Army culture for the past 250 years"*

– Gen. Randy A. George, CSA



As campaign resources become available, they will be uploaded to the PA portal [Here!](#)



# MESSAGING

THEME: This We'll Defend

## MESSAGES FOR GENERAL AUDIENCES

### THE U.S. ARMY HAS A RICH LEGACY.

- One year older than the nation it defends, the U.S. Army has dedicated itself to fighting and winning the nation's wars for 250 years.
- As we celebrate the 250th birthday of the United States Army, we reflect on the rich history and legacy of service, sacrifice and dedication. From the Revolutionary War to present-day missions, our Soldiers have consistently demonstrated their resolve to defend freedom at home and abroad.
- Since its establishment in 1775, U.S. Army Soldiers, families and Army civilians have supported our nation, bearing true faith and allegiance to the country, the U.S. Constitution, the Army, their units, and fellow team members.

## MESSAGES FOR PROSPECTIVE RECRUITS

### THE ARMY OFFERS OPPORTUNITIES FOR PRESENT AND FUTURE SOLDIERS AND DA CIVILIANS:

- For 250 years, the U.S. Army has offered endless possibilities and opportunities for service to our nation.
- The Army helps create a sense of purpose through personal growth and professional development – empowering Soldiers and civilian employees to be part of something greater than themselves and be all they can be.
- With over 200 career choices for Soldiers and more than 500 career paths available for civilians, Army possibilities are as diverse as the people that make up the force and the country they serve.

## MESSAGE FOR VETERANS, TEACHERS, FAMILIES AND STUDENTS

### THE ARMY IS PART OF YOUR COMMUNITY:

- Across the nation, Army families are an integral part of the communities they serve.
- We honor the Army veterans in our communities.
- The Army stands ready to assist in times of need, such as disaster relief and recovery.

## CAMPAIGN GUIDANCE

- Encourage influencer, veteran and citizen participation using the 1775 microsite for access to communication resources and ways to celebrate.
- Amplify primary content and events published on @USArmy platform during the Army birthday campaign period.
- Amplify birthday events, such as cake-cutting ceremonies, with state legislatures, veteran groups, mayors and city officials.
- Work with local officials to develop proclamations about the birthday and the Revolutionary War anniversaries.



U.S. Army 250th Birthday



*For 250 years, Soldiers have proudly served our country and protected its people, with our oath to support and defend the Constitution as our guiding principle. We continue to stand ready to respond to the needs of the nation, and fight and win when called upon. This we'll defend!"*

– SMA Michael R. Weimer



Army Birthday  
Materials Available  
on the PA portal  
[HERE](#).



## HQDA RESOURCES

- Army Birthday Playbook + Remarks
- Army Heritage Bugle Note
- [1775 Microsite](#) Army Birthday Update and Outreach Guide
- Army birthday video and graphics
- [DVIDS Army Birthday Feature Page](#), Army Birthday PA Portal
- <https://history.army.mil/Revwar250/>

U.S. Army  
Revolutionary  
War

APRIL 19  
1775



★ 250th Commemoration ★  
★ 2025 ★

## Revolutionary War Commemoration Events

05/16/2025 through 05/18/2025	<a href="#">JBMDL "Power in the Pines" Open House &amp; Air Show</a>
06/17/2025	Battle of Bunker Hill Event <a href="#">TBD</a>

Visit the **U.S. Army Center of Military History** for more event information [HERE](#).

# STRATEGIES AND TACTICS

See the [Communication Plan](#) for extended guidance.

## STRATEGY #1:

Execute an #Army250 **social media campaign** that harnesses the collective power of Army-wide storytellers. **Tell the Army story** through Soldiers and Veterans and **showcase the Army team of today** by collaborating with influential social media accounts.

## STRATEGY #2:

Increase public awareness by **integrating Army personnel and ceremonies into commemorative and community events** to spotlight the Army's rich legacy and foster community unity.

## STRATEGY #3:

**Increase public participation** in on-post Army events by offering opportunities for the American public to broaden their understanding and appreciation of our people, achievements, innovations and transformation efforts.

## WHAT PAOs CAN DO

1. Implement an Army-wide, unified approach, using the Army 250 logo, theme and key messages on **social media, outreach and media engagements**.
2. Use the Army birthday hashtag: #Army250 to **broaden engagement and audience participation** while celebrating the Army's birthday.
3. Actively seek opportunities to share Army birthday videos, social media products and events to **foster emotional connections** with audiences, ensuring widespread participation and engagement.
4. Drive traffic to the [army.mil/1775](http://army.mil/1775) **microsite** on social media so audiences can find valuable resources to support and celebrate the Army.
5. **Foster collaboration and expand outreach** using the "Submit Event Request" on CMH's RevWar website: <https://history.army.mil/Revwar250>.
6. **Include the Army's birthday** in events and ceremonies, especially President's Day, Memorial Day, Independence Day, Veterans Day, historic battle anniversaries, divisions or unit celebrations showcasing army units, history, lineage and esprit de corps.
7. Collaborate with sports organizations to **feature the Army** at sporting events throughout 2025.

## REVOLUTIONARY WAR CALENDAR

5 April 1775	Battles of Lexington & Concord, MA
10 May 1775	Patriot forces capture Fort Ticonderoga, NY
14 May 1775	Battle of Buzzards Bay, off Fairhaven, Massachusetts (First naval battle)
17 June 1775	Battle of Bunker Hill, MA
15 June 1775	George Washington appointed Commanding General of the Continental Army, Philadelphia
17 September 1775	Siege of Fort St. Jean begins, Quebec, Canada

# 250th ARMY BIRTHDAY



Events at the National Mall in D.C.



## 2025 CALENDAR OF EVENTS

Please amplify across your platforms!



All Events are subject to change or cancellation.

### BEFORE ARMY BIRTHDAY WEEK

- January 1 Tournament of Roses Parade
- February 17 President's Day
- March 4-23 2025 Houston Livestock Show and Rodeo, Armed Forces Appreciation Day and Parade
- May 17 Torrance Armed Forces Day Parade and Celebration

### DURING ARMY BIRTHDAY WEEK

All installations should celebrate, and in the NCR, we have the following activities:

- June 7 Army Emergency Relief Golf Tournament
- June 10 Capitol Hill cupcake delivery
- June 13 Army Birthday Run
- June 13-15 Army Birthday Celebration in Philadelphia
- June 14 Flag Day, Wreath Laying Ceremony at Arlington Cemetery, Army Birthday Festival at the National Mall (Golden Knights, cake cutting, reenlistment and recognition ceremony, U.S. Army Band concert, Twilight Tattoo)
- June 15-17 Boston Battle of Bunker Hill commemoration

### AFTER ARMY BIRTHDAY WEEK

- July 4 Independence Day celebrations

Army Birthday Festival



Wreath Laying Ceremony



Army Birthday Twilight Tattoo



### VISIT

Army250 Toolkit

On the PA Portal for more communication products and resources

[Army.mil/1775](https://www.army.mil/1775)

For ways to celebrate and to learn more about the establishment of our Army

[DVIDS #Army250](https://www.dvidshub.net/tag/Army250)

To upload and retrieve Army birthday content using the tag ABD250

Rev War: <https://history.army.mil/Revwar250>