

HEROES HONOR

— FESTIVAL —

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PRESS RELEASE

Toby Keith, Justin Moore and Craig Morgan Join Public Tribute Honoring Vietnam Veterans May 27-28

**'Heroes Honor Festival 2022' at Daytona International Speedway to
bring honor, hope and healing to military veterans and their families**

DAYTONA BEACH, Fla., April 8, 2022 – Toby Keith, award-winning country superstar and avid supporter of American troops, will headline the Heroes Honor Festival 2022 alongside special musical guests Justin Moore and Craig Morgan at Daytona International Speedway on Memorial Day weekend.

The event, presented by Engage Your Destiny, an organization dedicated to bringing honor, help, and healing to military veterans and their families, will show appreciation for Vietnam veterans with a grand celebration that includes world-class entertainment, renown guests of honor, veteran reunions, and patriotic pageantry.

"This celebration is long overdue," said Ben Peterson, Iraq Veteran and Founder of Engage Your Destiny. "Our society largely rejected Vietnam Veterans when they first came home from active duty, yet they chose to become the guardians of honor, committing to never again allow combat veterans to return home to scorn, ridicule and mistreatment.

"On behalf of 9/11 era veterans and citizens who love our military and were welcomed home by these veterans, it's time that these heroes receive the honor they deserve," Peterson continued. "I'm excited to celebrate America and honor our veteran heroes with these incredible country artists and my fellow patriots!"

As a proud American, Keith is known for such patriotic songs as "American Soldier," "Made in America," and "Courtesy of the Red, White and Blue." Since 2002, Keith has visited more than 250,000 troops in 17 countries through his work with the USO. In April 2014, he was awarded the Spirit of the USO Award.

An artist with 42 top 10 hits, 32 No. 1s, 40 million albums sold and more than 10 billion streams, Keith is also an inductee of the Nashville Songwriters Hall of Fame and is the recipient of the Academy of Country Music's Merle Haggard Spirit Award and the National Medal of Arts.

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In addition to a world-class music concert featuring Keith, Moore, and Morgan at 7:30 p.m. on May 28, Heroes Honor Festival attendees can expect a range of activities including military flyovers, a patriot parachute team, veteran reunions, a resource expo, a Sunday Ride for Freedom, keynotes from Vietnam era heroes, lifetime legacy awards and a sacred remembrance vigil for those killed in action.

Guests of Honor will include:

- Governor Ron DeSantis, 46th Governor of the State of Florida, former Lt. Commander in the U.S. Navy and active member of the U.S. Navy Reserve;
- Ann-Margret, award-winning entertainer and supporter of American troops;
- Chris Noel, retired American actress and entertainer who worked at Armed Forces Radio and Television Service (AFRTS) as the "Voice of Vietnam;"
- Major Gen. Patrick Brady, a Vietnam War helicopter pilot and Medal of Honor and Distinguished Service Cross recipient;
- Lt. Gen. William G. Boykin, one of the original members of the U.S. Army's Delta Force;
- Lt. Col. Oliver North, a combat decorated U.S. Marine, No. 1 best-selling author, founder of two successful small businesses and holder of three U.S. patents; and
- Mark "Oz" Geist, bestselling co-author of "13 Hours" and security and military consultant credited with saving 25 people in the attack on Benghazi.

All veterans, active military, and their spouses can register for free tickets. Children 12 and under are also free. To purchase tickets or for more information, visit HeroesHonorFestival.com; follow the event on Facebook or Instagram.

About Engage Your Destiny

Engage Your Destiny is a 501(c)(3) non-profit organization dedicated to engaging active military, veterans, and their families through digital and in-person experiences to bring honor, help and healing. The organization also provides a wide variety of mentorship and small group programs focused on preventing the tragedy of veteran suicide. For more information, visit engageyourdestiny.com.



BIOGRAPHIES



Ben Peterson, Founder and CEO of Engage Your Destiny

An eight-year U.S. Army veteran serving two years in Iraq, Ben Peterson experienced the trauma of war. The prospect of coming home left him feeling extraordinarily vulnerable.

Upon arrival, Peterson and his comrades were personally welcomed home by a squad of Vietnam veterans. That day, Peterson not only lunged into the loving arms of his family, he cherished the embrace of an earlier generation who also knew war's brutality. Considering Vietnam vets were largely spurned when they returned home, their show of honor and compassion left an indelible mark on Peterson as he transitioned into "normal" life.

In 2016, Peterson founded the nonprofit organization Engage Your Destiny, which has a mission to build spiritual resilience in the men and women of the United States Armed Forces by focusing on engaging active military, veterans and their families through digital and in person experiences. Engage Your Destiny's mission is to bring honor, help and healing to those who have served.

Peterson is also the visionary behind Heroes Honor Festival happening May 27-28 at the Daytona International Speedway. The event is a calling for Peterson to give Vietnam veterans the patriotic tribute and celebration they deserve and need.

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Armin Assadi, President of Engage Your Destiny

Armin Assadi is an Iranian-American religious refugee who credits this country for the life and freedom he and his family are blessed to have. In addition to serving as president of Engage Your Destiny, Assadi is the co-founder of InnovaCor and Position Intel. He has led and supported small executive gatherings for CEOs and large gatherings with over 100,000 people in attendance internationally.

His love for God and country is something he puts into action constantly. Assadi has sat on several non-profit boards, led megachurches and has a gift for mobilizing people to nationwide movements. Of all

his experiences, his time with the men and women of the U.S. Military and veterans has been one of the greatest joys and privileges of his life.



BACKGROUND

HEROES HONOR FESTIVAL

Organized by the non-profit Engage Your Destiny (EYD) and the 9/11 generation of wartime veterans, the Heroes Honor Festival (HHF) is a public tribute to celebrate and honor Vietnam veterans – acknowledgement they did not receive when they returned home 50 years ago.

Open to the public over Memorial Day weekend at the Daytona International Speedway, in Daytona Beach, Florida, the two-day celebration will feature world-class country music entertainment, a ticker-tape parade, interactive exhibits, reunions and a veteran's resource expo.

Our society largely rejected Vietnam veterans when they came home from the war 50 years ago. Despite many veterans having been drafted without a choice, they were shamed upon their return to the United States. The political and societal climates of the day were vicious towards these men and women. Instead of applause, they had full cans of beer and rotten food thrown at them and they were called names such as "baby killers." Many were spit on and instructed not to wear their uniform in public.

Despite this, these veterans vowed that those who followed would never experience the same rejection they did. They chose to become the guardians of honor, committing to offer patriotic tributes at the homecomings of future men and women serving in the military.

The Heroes Honor Festival 2022 aims to be the largest patriotic celebration of Vietnam veterans ever assembled to honor these veterans and their families with the truth of their heroism, humanitarianism, courage and sacrifice. It is a grand display of appreciation from 9/11 era veterans and citizens to our Vietnam veterans.



BACKGROUND

ENGAGE YOUR DESTINY

Engage Your Destiny envisions a world without veteran suicide. Founded in 2016 by Ben Peterson, Engage Your Destiny is on a mission to bring honor, hope and healing to military veterans and their families.

The United States Military has been at war for 22 years and the long-term effects of this on our military, veterans and their families are extensive. Statistics show that 22 veterans commit suicide per day. Additionally, veterans have an 80% divorce rate and many experience PTSD or mental health issues as a result of their service.

Through in-person events and online resources, such as its online chapel, Engage Your Destiny is bringing life, hope and healing to local veteran communities, families and active-duty military stationed all over the world. Beginning with creating relational destiny, once engaged, Engage Your Destiny provides mentorship, support for healing and small groups.

Over the last five years, Engage Your Destiny has trained 6,000 military through resiliency classes and connected 60% of engaged individuals into small groups.

For more information about Engage Your Destiny, visit engageyourdestiny.com.



FACT SHEET

HEROES HONOR FESTIVAL

What: Heroes Honor Festival 2022

When: Memorial Day weekend, May 27-28, 2022

Where: Daytona International Speedway, Daytona Beach, Florida

What: A history-making patriotic celebration to honor and pay tribute to Vietnam veterans

Website: heroeshonorfestival.com

Festival Details: In addition to a world-class music concert, "Country for a Cause," Heroes Honor Festival attendees can expect a range of activities including military flyovers, a patriot parachute team, veteran reunions, a resource expo, a Sunday Ride for Freedom, keynotes from Vietnam era heroes, lifetime legacy awards and a sacred remembrance vigil for those killed in action.

Musical Guests: Toby Keith, award-winning country superstar and avid supporter of American troops, will headline "Country for a Cause" alongside Justin Moore and Craig Morgan.

Guests of honor will include:

- Governor Ron DeSantis, 46th Governor of the State of Florida, former Lt. Commander in the U.S. Navy and active member of the U.S. Navy Reserve;
- Ann-Margret, award-winning entertainer and supporter of American troops;
- Chris Noel, retired American actress and entertainer who worked at Armed Forces Radio and Television Service (AFRTS) as the "Voice of Vietnam;"
- Major Gen. Patrick Brady, a Vietnam War helicopter pilot and Medal of Honor and Distinguished Service Cross recipient;
- Lt. Gen. William G. Boykin, one of the original members of the U.S. Army's Delta Force;
- Lt. Col. Oliver North, a combat decorated U.S. Marine, No. 1 best-selling author, founder of two successful small businesses and holder of three U.S. patents; and
- Mark "Oz" Geist, bestselling co-author of "13 Hours" and security and military consultant credited with saving 25 people in the attack on Benghazi.

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Event Schedule:

Friday, May 27, 2022

Doors open: 6:00 p.m. (EDT)

6 – 9 PM

- Activations & Veteran Resource Expo
- Division Meetups & Reunions
- Patriot Guard Riders Traveling Memorial Walls
- Vietnam Veterans Memorial
- Global War on Terror Memorial

7 PM – Close

- Pledge of Allegiance
- Bald Eagle Flyover
- National Anthem (Savannah Madison)
- Bandit Flight Formation & Patriot Parachute Team
- Huey Helicopter Flyover
- Vietnam War Commemoration Pinning Ceremony
- General Jerry Boykin
- POW/MIA Table Setting Ceremony
- T38 Military Flyover
- Sacred Memorial Vigil – Vietnam Veteran Remembrance of the 58,220 KIA
- Music: Revisiting Creedence

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Event Schedule:

Saturday, May 28, 2022

Doors open: 10:00 a.m. (EDT)

10 AM – 9 PM

- Activations & Veteran Resource Expo
- Division Meetups & Reunions
- Patriot Guard Riders Traveling Memorial Walls
- Vietnam Veterans Memorial
- Global War on Terror Memorial

1 – 4 PM

- A10 Warthogs Military Flyover
- Pledge of Allegiance
- Bald Eagle Flyover
- National Anthem (Savannah Madison)
- Bandit Flight Team & Patriot Parachute Team
- Music: Six-String Soldiers
- Lt. Col. Oliver North
- Mark Geist
- Changing of the Guard
- Major General Patrick Brady
- Music: Craig Morgan

4 PM – Close

- Heroes Honor Lifetime Legacy Award; Ann Margaret and Chris Noel
- Music: Justin Moore
- Governor Ron DeSantis
- Ben Peterson
- Huey Helicopter Flyover
- Bandit Flight Team
- Music: Toby Keith



SUGGESTED INTERVIEW QUESTIONS

1. What is the Heroes Honor Festival and how did it come about?
2. Why hold this celebration for Vietnam veterans now?
3. Why are you specifically honoring Vietnam veterans?
4. What can festivalgoers expect to see and experience at the Heroes Honor Festival?
5. In addition to the "Country for a Cause" concert with Toby Keith, Justin Moore and Craig Morgan, other special guests will join you. Who are some of the individuals who will speak at the event?
6. How can people join this patriotic celebration?
7. What are you hoping that Vietnam veterans and attendees will take away from the event?
8. What is the mission of your nonprofit organization Engage Your Destiny and what is its relationship with the Heroes Honor Festival?



WEBSITES & SOCIAL MEDIA

- Website: heroeshonorfestival.com
- Facebook: [Heroes Honor Festival](#)
- Instagram: [@HeroesHonorFestival](#)
- Twitter: [@HeroesHonorFest](#)
- Hashtags: #HeroesHonorFestival, #HeroesHonorFest, #CountryForACause,
#WeHonorAll, #WelcomeHomeTribute, #EventForVeterans,
#MilitaryAppreciationMonth