



NEWS RELEASE  
FOR IMMEDIATE RELEASE  
July 12, 2022

CONTACT: Jill Etter  
Director of Communications  
PHONE: (210) 508 9953  
EMAIL: [jill.etter@ndswm.org](mailto:jill.etter@ndswm.org)

## GROUNDBREAKING CEREMONY JULY 14, 2022: NATIONAL DESERT STORM AND DESERT SHIELD MEMORIAL

**Veterans and honored guests will gather at the National Mall for the ceremonial ground-breaking for the memorial that will honor those who, as members of the Armed Forces, served on active duty in support of Operation Desert Storm or Operation Desert Shield.**

Washington, D.C. - The National Desert Storm Memorial Association (NDSMA) will be ceremoniously breaking ground on the National Desert Storm and Desert Shield Memorial this week.

### **CEREMONY IS OPEN TO THE PUBLIC**

**DATE:** Thursday, July 14, 2022 at 10 am EDT

**LOCATION:** SW corner of Constitution Avenue and 23rd Street NW

Ceremony starts at 10 am EDT.

The LIVE broadcast will commence at 9am EDT with pre-ceremony interviews:

<https://www.ndswm.org/live>

His Excellency Salem Abdullah Al-Jaber Al-Sabah, Ambassador of the State of Kuwait in Washington D.C. will be the distinguished keynote speaker.

Senator John N. Boozman, General Chuck Horner, USAF (Ret.), Brigadier General Rhonda L. Cornum, USA (Ret.), and Matthew M. "Fritz" Mihelcic, National Commander, Veterans of Foreign Wars, are among the lineup of well respected guest speakers.

Press inquiries: [rebecca.tovar@ndswm.org](mailto:rebecca.tovar@ndswm.org)

Guests and press are advised to use taxi or rideshare.

In 1991, the United States of America sent a powerful message of international unity and cooperation to Saddam Hussein by opposing and ejecting Iraq's occupying forces and liberating the peaceful nation of Kuwait. The mission, undertaken by the United States Armed Forces during

Operation Desert Storm and Desert Shield was a remarkable example of American leadership, values, and sacrifice in the pursuit of freedom.

In December 2014, President Obama signed the Memorial's enabling legislation. In March 2017, President Trump signed the law authorizing the Memorial to be built near the National Mall in an Area 1 location. In June 2018, a site located in close proximity to the Lincoln Memorial and the Vietnam Veterans Memorial received approval.

The Memorial's design will commemorate the historical significance of Operation Desert Shield and Operation Desert Storm while honoring the service and the sacrifice of the United States of America and Coalition military personnel who liberated Kuwait from Iraq and defended Saudi Arabia and the Arabian Peninsula from further invasion.

###

Since 2011, the NDSMA has worked to achieve its singular mission, construction of the National Desert Storm and Desert Shield Memorial. The NDSMA's goal is the completion and dedication of the memorial by 2024.

The NDSMA is a federally recognized, tax-exempt, 501(c)3 structure led by an all-veteran board of directors.