



NEWS RELEASE  
FOR IMMEDIATE RELEASE  
Sept 9, 2022

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## **RICHLAND CENTER ARMY VETERAN HELPS TO BUILD NEWEST WAR MEMORIAL IN WASHINGTON D.C.**

**John Weitzel, a resident of Richland Center, Wisconsin, helped liberate the State of Kuwait in 1991 and now works to help build the Memorial at the National Mall in Washington D.C.**

Washington, D.C. - The National Desert Storm Memorial Association (NDSMA) receives support from Wisconsin veterans, communities and businesses to raise awareness and funds to build the National Desert Storm and Desert Shield Memorial.

Jill Etter, Director of Communications for the NDSMA said, "John Weitzel has served as our Wisconsin State Leader since 2017 and has been steadfast in his resolve to mobilize the Wisconsin communities in the effort to build the memorial in Washington D.C. We are privileged to work alongside this dedicated veteran and Wisconsinite."

### **WISCONSIN RESPONDS**

**The Jacob Leinenkugel Brewing Company in Chippewa Falls, WI is brewing a beer to help fund the construction of the National Desert Storm and Desert Shield Memorial in Washington D.C.**

**RELEASE DATE:** Tuesday, Sept 13, 2022

**TIME:** 2 - 6 pm

**LOCATION:** Leinie Lodge, 124 East Elm Street, Chippewa Falls, WI 54729

"The Leinenkugel family is delighted to support our active-duty military and veterans", said current brewery president and Marine Corps veteran, Dick Leinenkugel. "My father, Bill, served in the South Pacific as a Marine in World War II, and my brother, Jake, and two of his sons, Matt and C.J. served in the Marines. We are proud to brew Captain Jack beer and support efforts to build the Desert Storm memorial to honor all who served in the war."

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.

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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.