



# World's Biggest USO Tour

## Frequently Asked Questions (FAQ)

### **What is the World's Biggest USO Tour?**

The World's Biggest USO Tour is a first-of-its kind, live entertainment experience that will bring the USO mission to life and pay tribute to service members on September 12, 2018. Hosted at The Anthem in Washington, D.C., this experiential event will be webcast via [uso.org/tour](https://uso.org/tour), giving every USO center – more than 200 locations around the world – and the public an opportunity to experience the magic of a USO tour while learning more about our mission to connect service members to family, home and country throughout their service to the nation.

### **Is this a fundraising event?**

No, this is not a fundraising event.

### **Why is the USO hosting this event?**

The USO is hosting this event to provide a special look inside its historic mission, programs and services. D.C. guests will experience firsthand how the USO serves the vital role of keeping service members connected to family, home and country. Guests will guide themselves through an experiential walking tour around The Anthem before the LIVE musical performance by Florida Georgia Line. Guests will experience USO mission delivery in a new way thru the following onsite displays:

- Entering an on-site replica of an Iraq-based USO expeditionary location to better understand the most remote areas of the world where our U.S. military serve; Inside our on-site replica of an Iraq-based USO location, attendees will be able to digitally travel across the world and experience guided tours of the various types of USO locations through virtual reality headsets;
- Using touch-screen technology, attendees will create digital care packages, learning about the USO care package and why its contents impact the lives of service members around the world, every year;
- Writing and sending personal notes to service members through the USO Campaign to Connect;
- Watching a live, USO-style concert simultaneously with U.S. service members worldwide and connecting, via LIVE feeds, with watch parties at three USO locations: USO Camp Arifjan in Kuwait, USO Yokosuka in Japan, and USO Alaska Joint Base Elmendorf Richardson (JBER).

### **Who is attending the event?**

On-site at The Anthem, guests will include approximately 600 service members and their families and about 350 USO supporters (partners, donors, USO leadership, staff and field representatives). The webcast of the event is open to all and will be streaming at watch parties at USO locations around the world. The event is also open to pre-approved press.



### **Have the performers been on USO Tours before?**

This is Florida Georgia Line's first USO tour. Brian Kelley's grandfather was a POW and two-time, purple heart recipient, his uncle and cousin both served overseas and the opportunity to perform for our troops is deeply personal to the country duo.

Adam Devine participated in a USO tour in December 2017. It was a USO Holiday Tour with the Chairman of the Joint Chiefs of Staff to Spain, UAE, a Ship at Sea, Afghanistan, Iraq & Poland. USO CEO and President JD Crouch II and Chef Robert Irvine accompanied Devine on this tour.

Robert Irvine has participated in 14 tours - including just coming back last month from a tour to England and Germany. He has been to Afghanistan, Bahrain, Diego Garcia, Djibouti, Germany, Guam, Iraq, Italy, Japan, Okinawa, Poland, Qatar, Ships at Sea, South Korea, Spain, UAE, the UK as well as events in DC, Florida, Hawaii and North Carolina.

### **How is the USO getting the field/its centers involved in this event?**

Nearly 90 USO locations around the world are hosting watch parties of this livestreamed event. Service members and their families stationed in countries all over the globe can connect simultaneously, truly making this the World's Biggest USO Tour. Three of these centers (Arifjan, Yokosuka and Alaska) will have the ability for two-way streaming, so that talent and attendees on-site at the D.C. event can interact remotely with USO center staff, service members and their families.

### **How/why did the USO select the three locations for the live-looks into watch parties?**

From the concert stage in Washington, D.C., we'll connect with watch-parties at USO Camp Arifjan in Kuwait, USO Yokosuka in Japan and USO Alaska at Joint Base Elmendorf-Richardson. These centers were selected based on military demographics and locations, and with the goal of sharing much diversity as possible with various USO audiences.

### **How do people at home, around the world tune into the World's Biggest USO Tour?**

The public should visit [www.USO.org/tour](http://www.USO.org/tour) to watch the live stream. We will use YouTube Live to livestream the event on our website September 12, starting at 8 p.m. ET.

### **What will the experiential activations entail? What is its purpose?**

To highlight the USO's four key pillars, we've created a series of experiential activations that allow guests to learn, appreciate and experience the key offerings of the USO. The USO's four key pillars include:

- USO Unites
- USO Entertains
- USO Delivers
- USO Transitions

#### **USO Delivers**

- For USO Delivers, we are showcasing our USO2GO and our USO Care Package programs.
- The USO Care Package Program is designed to provide service members with a connection to home through a snack or toiletry care package designed to best suit the needs of our military men and women.



- At the World's Biggest USO Tour, guests will have the opportunity to virtually build their own care packages for service members using touch-screen monitors and a custom care package building app.
- The USO goes where no other nonprofit can – we even go where we don't have a center! For service members stationed in remote locations where there may not be a traditional USO center, USO2GO kits offer fun diversions and the comforts of home for units serving around the globe.
- At the World's Biggest USO Tour, guests will venture into a USO center replica tent that transforms them to a place similar to what our service members experience and get a feel for the taste of home the USO delivers, even in the most remote areas in the world. Additionally, through virtual reality goggles, guests will be able to tour both an airport center and an installation location as if they were a service member or family member walking through a USO center.

#### **USO Unites**

- For USO Unites, we are presenting a fun twist on our Campaign to Connect initiative and providing an interactive environment for guests to learn more about the Bob Hope Legacy Reading Program.
- Campaign to Connect invites the public to join in as a *Force Behind the Forces<sup>SM</sup>* by sharing messages of support with service members around the globe. Messages are submitted online via [USO.org/force](http://USO.org/force) and the USO delivers the messages to service members stationed around the world through its network of more than 200 locations. To date, it has generated more than 3 million messages of gratitude and support.
- At the World's Biggest USO Tour, guests will be invited to write personalized letters to service members.
- The Bob Hope Legacy is proud to partner with the USO to create the Bob Hope Legacy Reading Program. In the spirit of Bob Hope and his dedication for bringing military families together, the program is largely driven by virtual, on-demand story time offerings that will help the USO extend its reach and connect an estimated 23,000 military families around the globe through reading this year.
- At the World's Biggest USO Tour, guests will experience an interactive wall of books that will teach them about the history, the reach and the benefits of the program.

#### **USO Transitions**

- For USO Transitions, we are showcasing our USO Pathfinder program.
- The Pathfinder program extends the USO's mission of connection by assisting service members and their families in achieving their personal and professional goals as they transition from military service and return home to their new communities. The program provides personalized services and leverages the USO's global network of networks to



deliver best-in-class services and resources – ultimately offering a holistic approach to help service members successfully transition into thriving veterans.

- At the World's Biggest USO Tour, guests will weave through The Anthem with directional and event signage that are both **functional** and **informative**, giving attendees the opportunity to understand the highlighted Pathfinder program initiatives at every turn.

#### **USO Entertains**

- While the entertainment industry has evolved through the years, some things have not. Today's service men and women still long for family, home and country, and they are delighted and inspired when their personal heroes volunteer their time, voice and reach to work with USO and engage with service members and their families. Support from their favorite entertainers strengthens service members and their families by keeping them connected to the people, places and things they love.
- In 2017, the USO Entertainment Tours reached more than 55,000 service members, hosted more than 300 Entertainment events and visited 21 countries.
- At the World's Biggest USO Tour, guests will enjoy a live concert by Florida Georgia Line, with emcee Adam Devine and special guest Robert Irvine, and will get a glimpse into the service member experience during a USO Entertainment Tour.

For more information about the World's Biggest USO Tour, please contact Ashley Kestner, Sr. Director of PR and Social Media at [akestner@uso.org](mailto:akestner@uso.org).