

**ALWAYS FAITHFUL.
ALWAYS READY.**



— SEMPER PARATI, AMERICA —

Celebrating 100 years of the U.S. Marine Corps Reserve.

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WHAT

August 29, 2016 marks the 100th anniversary of the U.S. Marine Corps Reserve. Lieutenant General Rex C. McMillian, Commander, MARFORRES and MARFORNORTH, will use this milestone to launch a campaign of awareness of the Marine Corps Total Force. The USMCR100 Planning Team is executing this mission and will communicate the centennial through events, messaging, and media with the assistance of Reserve and Active Component units and Veteran Support Organizations.

WHY / USMCR100 OBJECTIVES

(1) Highlight our extraordinary Marines and their contributions, (2) Thank our families, employers and supporters, and (3) Celebrate our history, heritage, and our unique esprit de corps. This campaign will demonstrate our warfighting capabilities and expertise from civilian experiences to show Reserve Marines are ready, agile, and skilled to serve in whatever mission our nation requires.

WHO / WHERE

Reserve Site COs/OICs and I-Is will (1) Host USMCR100 events throughout the country, (2) Submit a Marine to be “Spotlighted,” and (3) Share a picture of their Marines near a city landmark with a Centennial banner on social media.

WHEN

The kick-off begins on August 29th, 2016 with a 100 day surge of media and community outreach. Events may continue through August 2017 to maximize opportunities to partner with regional events. COs will have discretion on the scope of their events based on size of command, surrounding population, and opportunities with local Veteran Support Organizations. To the maximum extent possible, blend and integrate with scheduled regional events to capitalize on shared resources.

HOW

To get involved and participate in the Centennial Campaign contact USMCR100 Team Lead - Cori Parker at corinne.parker.ctr@usmc.mil or (703) 604-4669. For public affairs matters contact Adam Bashaw at adam.bashaw@usmc.mil or (504) 697-8191.