

# VIRTUAL ARMY EXPERIENCE<sup>SM</sup>

## THE AMERICA'S ARMY REAL HEROES PROGRAM FACT SHEET

### *America's Army* Real Heroes Program Mission:

To inspire young adults and the American public to explore the U.S. Army's values, as well as Soldiers' attributes of teamwork and personal courage, by mass communicating Soldiers' stories, both heroic and personal.

### *America's Army* Real Heroes Program Overview:

Heroism. Honor. Leadership. Courage. There are more than 450,000 Soldiers in the U.S. Army who exemplify these noble traits, on a daily basis, as representatives of the world's premier land force. The *America's Army* Real Heroes program tells the stories of Soldiers who have exhibited courage under fire in the War on Terrorism, and have received awards for valor (Bronze Star for Valor or higher) for their actions.

The Army is creating an entirely new and inspiring message about personal heroism through the *America's Army* Real Heroes Program, by leveraging its significant *America's Army* brand equity. The *America's Army* action game ([www.americasarmy.com](http://www.americasarmy.com)) is one of the most successful and most-played computer games in the world. The *America's Army* brand is extensively recognized in PC games, console games, on TV and other pop-culture venues.

The *America's Army* Real Heroes program presents to Americans, and the world, an inside perspective into lives of several U.S. Army Soldiers who exemplify the Warrior Ethos. This ethos, which states that a Soldier will always place the mission first, never accept defeat, never quit, and never leave a fallen comrade, is the set of principles by which every Soldier lives.

There have been more than 2,103 Silver and Bronze Star Medal for Valor recipients from the Global War on Terrorism. The *America's Army* Real Heroes program features real Soldiers by incorporating their likenesses and stories into one integrated public affairs effort. This effort includes presentation of Real Heroes in the *America's Army* PC game as virtual mentors, licensing of Real Heroes action figures and production of Real Heroes stories on various Army websites including the *America's Army* site and [GoArmy.com](http://GoArmy.com).



Major Jason Amerine real-life photo, in-game screenshot and Web site

### *America's Army* Game – Background

*America's Army* is an innovative PC action game that provides civilians with an inside perspective and a virtual role in today's modern Army. The *America's Army* game provides players a virtual portal into the Army, from exploring the development of Soldiers in individual and collective training to their employment in simulated missions in the Global War on Terrorism. The first installment of the game, *America's Army: Operations*, was released on July 4, 2002. The next chapter of the game *America's Army: Special Forces* highlights the critical and



specialized role of the Special Forces in the Global War on Terrorism. *America's Army: Special Forces* builds upon the incredibly popular *America's Army: Operations* game in terms of player progression, and expands gameplay from the original game to let players gain an inside view in the world of the Army's elite Special Forces Soldier. More than 8 million registered users have played *America's Army* for more than 200 million hours since its debut. On average, players complete more than 120,000 hours exploring the Army in *America's Army* each day. The game is available for download at [www.americasarmy.com](http://www.americasarmy.com) or on free DVDs distributed at Recruiting Offices or Army events.

#### Real Heroes Selection Criteria

The Real Heroes program highlights Soldiers who have exhibited courage under fire and whose military occupation fits well within the realm of the *America's Army* brand. The program focuses on enlisted Soldiers, from varied backgrounds and career paths, who have been recognized for heroic action as evidenced by award of a Bronze Star with V device or higher award. The program also focuses on Soldiers who are reasonably available to work with the program to tell their stories at America's Army-sponsored events.

#### *America's Army* Real Heroes Soldiers\*

Captain Jason Amerine	5th SFG	Bronze Star w V Device	OEF†
SPC Jason Mike	503d MP Bn.	Silver Star	OIF
SSG Timothy Nein	503d MP Bn.	Silver Star	OIF
SGT Tommy Rieman	51st LRS Inf ABN	Silver Star	OIF
SFC Gerald Wolford	82nd Airborne	Silver Star	OIF
SGT Mathew Zedwick	2-162 Infantry	Silver Star	OIF

\* Soldier ranks are listed at appropriate rank and unit when they received the Bronze or Silver Star.

† OEF = Operation Enduring Freedom in Afghanistan; OIF = Operation Iraqi Freedom.

