#GoSilent Campaign Unites Americans in Honor of the Fallen

IAVA Effort Prompted Thousands to #GoSilent

NEW YORK (May 31, 2016) — Yesterday, during Memorial Day, Iraq and Afghanistan Veterans of America (IAVA), the leading post-9/11 veteran empowerment organization, encouraged the nation to hold a moment of silence at 12:01 p.m. ET in honor of a service member. The #GoSilent campaign underscores the need for a real national discussion about a commitment to our nation's veterans and servicemembers and was highlighted on social media by notable supporters of IAVA such as [Norman Lear](#), [JR Martinez](#), [Carey Lohrenz](#), [Brian Stelter](#), and [Wes Moore](#).

"This is not a holiday for our community, but a day of reflection, and a reminder of the price we pay for freedom," said IAVA Founder and CEO Paul Rieckhoff. "We are humbled by the thousands of Americans around the country who took the pledge to #GoSilent. Memorial Day is an important reminder that we are a country at war, and despite dwindling news coverage the conflicts in Iraq, Afghanistan and now Syria, are very real. We will continue to ensure every American who has served since 9/11, and their family, is not forgotten."

More than 9,100 people from across the country pledged to #GoSilent and be reminded via text message of their commitment at 12:01 EST, and use of the #GoSilent hashtag on Twitter and Instagram grew nearly two fold over last year.

Veteran and IAVA board member Jeff Marshall and combat vet and staff member Lauren Augustine, IAVA legislative associate [participated in a wreath-laying at Arlington National Cemetery in Washington, D.C.](#) Later, IAVA staff led members to section 60 of Arlington National Cemetery to pay tribute to the men and women who made the ultimate sacrifice in Iraq and Afghanistan. IAVA and its members also [took part in Fleet Week activities at the Intrepid Sea, Air and Space Museum in New York City](#) to educate veterans and the public about what it means to #GoSilent and remember to honor the fallen.