

Press Release
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HQ AETC/A1S

ANHEUSER-BUSCH JOINS AETC WELCOME HOME PROGRAM

HQ Air Education and Training Command Services is welcoming home those returning from deployment with a special program that will provide lucky returnees and their families with grand prizes of a relaxing vacation cruise. Anheuser-Busch has joined USAA and EG&G/LSI as corporate partners supporting the AETC Welcome Home program.

AETC military personnel who have been deployed over 120 days in support of Operation IRAQI FREEDOM or Operation ENDURING FREEDOM have an opportunity to register to win the prizes. The grand prizes are \$2,500 travel vouchers which may be redeemed for a cruise vacation the winner plans. Personnel who returned during 2007 may check with their Airman and Family Readiness Center to confirm their eligibility. Follow-on drawings for additional prizes are planned for AETC personnel deploying during 2008.

Anheuser-Busch has joined USAA and EG&G/LSI in providing funding for some of the vacation prizes. Mr. Mark Reale, the Senior Key Accounts Manager at Anheuser-Busch is responsible for liaison to the US Military. Mr. Reale emphasized they are proud to participate in the AETC Welcome Home Program and want all military personnel to know that they and their families can have free admission into an Anheuser-Busch theme park. Military personnel can find out more about visiting parks by logging on to www.herosalute.com. Anheuser-Busch parks include SeaWorld, Water Country USA, Busch Gardens, and Sesame Place.

Mr. John Franklin, HQ AETC Commercial Sponsorship Program Manager said, "The AETC Welcome Home Program is a Services program to salute our customers who have been deployed. The program allows us to give away several \$2,500 travel vouchers for the winners to plan a vacation for some much deserved rest and relaxation. I wish I could give everyone who has deployed a voucher. As the command's commercial sponsorship program manager Franklin works to arrange corporate partnerships in support of the program.

The AETC Welcome Home Program is done in cooperation with Airman and Family Readiness Centers. "This program is taking a new approach to reaching Services customers' Franklin said. "We are working in cooperation with the Airman and Family Readiness Centers at the bases. They have the ability to identify people returning from a 120 day deployment and they are helping us get the word out to the people." Entry forms are available at the Airman and Family Readiness Centers during Reintegration Briefings. See your Airman and Family Readiness Center staff to determine your eligibility.

Participating Services facilities at Keesler are: Arts & Crafts Center, Bay Breeze Golf Course, Gaude Lanes Bowling Center, ITT Office, Katrina Kantina, and Outdoor Recreation.

Anheuser-Busch's Here's to the Heroes provides a single day's free admission to any one SeaWorld or Busch Gardens park, Sesame Place, Adventure Island or Water Country USA for the service member and as many as three of his or her direct dependents.

Any active duty, active reserve, ready reserve service member or National Guardsman is entitled to free admission under the program. He or she need only register, either online at www.herosalute.com or in the entrance plaza of a participating park, and show a Department of Defense photo ID. Also included in the offer are members of foreign military forces serving in the coalitions in Iraq or Afghanistan or attached to American units in the U.S. for training.

"This is one small way we can acknowledge and thank the soldiers, sailors, Marines, airmen and Coast

Guardsmen whose service helps to preserve the freedom and safety of every American,” Atchison said. “It’s important to all of us at Anheuser-Busch that we show our gratitude to the men and women of our armed forces and their families for the sacrifices they make on our behalf.”

Here’s to the Heroes is the fourth tribute to military personnel offered by Anheuser-Busch since Yellow Ribbon Summer welcomed service members home from the Gulf War in 1991.

Three Anheuser-Busch parks – SeaWorld Orlando, Busch Gardens Tampa Bay and SeaWorld San Diego – operate year round. The company’s remaining parks are seasonal, with varying opening dates this spring. Each park’s operating schedule is available online.

Inactive, standby and retired reserve members, military retirees, U.S. Merchant Marine and civilian Department of Defense workers are ineligible for the program. The program does not include Discovery Cove or SeaWorld’s new waterpark, Aquatica.

The AETC Welcome Home Program will also provide base Services the opportunity to inform returning personnel of all the other leisure travel and recreational programs and activities available at their installation. AETC Services wants returnees to be aware of the rest and relaxation activities available to them.

For more information about the many AETC outdoor recreation programs click this line.

<http://www.ouraetcoutdoors.us/>

Click on this line for more information about the Air Force Leisure Travel Program or visit your base’s Leisure Travel Office.

<https://www.aftravelonline.com/>

Corporate partnership with USAA and EG&G/LSI have made possible enhancements to the program that will allow us to award more vacation packages. EG&G/LSI is a defense contractor that provides a variety of support on Air Force installations. USAA is a military oriented insurance company with a variety of services available to its members.

For more information on membership in USAA click on this line.

https://www.usaa.com/inet/ent_home/CpHome?offername=keeslermwr
<https://www.usaa.com/inet/ent_home/CpHome?offername=keeslermwr>

For more information about travel programs for USAA members click this line.

[https://www.usaa.com/inet/ent_utils/CpLinkTo?component=CruiseTravel¶meters=usaaurl%3dhttps%25253A%25252F%25252Fwww.explorecruisetravel.com%25252Fnavigate%25252Fhome](https://www.usaa.com/inet/ent_utils/CpLinkTo?component=CruiseTravel¶meters=usaaurl%3dhttps%25253A%25252F%25252Fwww.explore cruisetravel.com%25252Fnavigate%25252Fhome)

For more information about Services programs, sponsorship, or employment with AETC click on this line or visit <http://www.aetcsv.us>

No Federal endorsement of sponsor is intended.

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