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The Congressional Medal of Honor Society Announces Above & Beyond Citizen Honors at a Press Conference on Tuesday, October 9 at the Lincoln Memorial in Washington, D.C.



Honorary Co-Chairs Former President George H.W. Bush General Colin L. Powell, USA (Ret.)

Medal Of Honor Recipients & Members Of Congress

Call Upon American Public To Celebrate 'Service Before Self' And Nominate

Fellow Citizens For Our Nation's Most Prestigious Civilian Awards

'Above & Beyond Citizen Honors'

Presented on National Medal of Honor Day, March 25, 2008 From

Constitutional Hall In Televised Prime-Time Special

"Any Nation That Does Not Honor Its Heroes, Will Not Long Endure." -Abraham Lincoln

WASHINGTON, Oct. 10 /PRNewswire-USNewswire/ -- The Congressional Medal of Honor Society, which is solely comprised of the 109 living Medal of Honor recipients, Honorary Co-chairs Former President George H.W. Bush, General Colin L. Powell, USA (Ret.), members of the 110th Congress announced Above & Beyond, the Society's non-partisan "Service before Self" initiative and annual broadcast, and called upon the American public to nominate their fellow citizens for the Above & Beyond Citizen Honors, at a press conference today on the steps of the Lincoln Memorial in Washington, D.C., in honor of the President who created the Medal of Honor. On hand to support the Society and their Above & Beyond initiative included NFL great Tiki Barber, former Senator Sam Nunn, Secretary of Energy Samuel Bodman, Deputy Assistant Secretary of the Navy H.C. Barnum, Jr., Senator John Salazar (D-Co), Congressman Henry Brown (R-SC) and Mrs. Holly Petraeus.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20071010/NYW119>)

Above & Beyond, co-created by the Congressional Medal of Honor Society and EPOP International, with initial funding from TriWest Healthcare Alliance, is historic, as it is the first time all of the living Medal of Honor recipients have banded together to create a national platform to promote "Service before Self." At the heart of the initiative is the Above & Beyond Citizen Honors, which recognize and honor those ordinary Americans who become extraordinary through their selflessness. The Above & Beyond Citizen Honors are unique, because they are presented to unsung heroes by our nations most honored heroes, all of the living Medal of Honor recipients themselves.

The live event hosted by Brian Williams and orchestrated by Louis J. Horvitz, the Emmy winning Director of The Academy Awards, with Emmy Award winning producers Nancy Stern and Lisa Lax from Lookalike Productions, will

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be taped on National Medal of Honor Day, March 25, 2008, at Constitution Hall in Washington, D.C. The show will include our nation's leaders, dignitaries, celebrities, musical performances and short documentary films that outline dramatic Medal of Honor recipient stories and remote performances by world renowned comedians, musicians and celebrities from remote venues such as Camp Victory in Baghdad Iraq. Above & Beyond will be edited and broadcast to the nation on March 30, 2008 on MSNBC, and internationally on The American Forces Network, where it will be seen by all service members and their families stationed overseas including every ship in the United States Navy. This star-studded evening will include a range of performers and participants such as Multi platinum artists Toby Keith, Joe Perry of Aerosmith, Harvey Keitel and Gary Sinise.

"We hope that this unique honor will help establish, support and recognize the profound notion that within each and every person lies the potential to challenge one's own destiny and change the world." said Paul Bucha, a Medal of Honor recipient and Above & Beyond designate from the Society. "The Medal of Honor recipients are ordinary people who, one time in their lives, faced circumstances when they decided that destiny, as they understood it to be, was unacceptable. They found within themselves the potential to literally change fate. This same potential resides in every American and it is worthy of respect and celebration without the need of a medal or a uniform."

The press conference announced the launch of the annual Above & Beyond Citizen Honors initiative and the Above & Beyond television broadcast spectacular on National Medal of Honor Day on March 25, 2008. Our nation's greatest heroes encouraged the American public to nominate their fellow citizens who have inspired them through individual stories of courage and service. For additional information on the nomination process, citizens can visit the official Above & Beyond web site at www.aboveandbeyond365.com.

In addition to the Above & Beyond Citizen Honors, the press conference announced the Above & Beyond Spotlight Honor, which will be awarded to a person of character who has used their public spotlight as a platform to honor the men and women of the Armed Forces, and who has selflessly helped those less fortunate than themselves.

"It is an honor to represent the Society and their Above & Beyond initiative," said Honorary Co-Chair General Colin L. Powell, USA (Ret.). "Through the telling of these heroic stories of American citizens and Medal of Honor recipients, Above & Beyond will seek to remind the nation, especially its youth, that a hero is not necessarily an actor, sports figure or rock star whose worth is measured by ticket sales or fame. Rather, a hero can be someone just like them."

"I am proud to take part in this announcement and celebration. The Above & Beyond Citizen Honors recognizes the notion that regular Americans -- no matter what their background or circumstances -- have the potential to change the world through acts of selflessness and courage," said Honorary Co-Chair & Former President George H.W. Bush. "I believe that the determination and selflessness of these ordinary American citizens who will be celebrated and saluted by our nations greatest heroes, will guide, inspire and help unite us as Americans, as we move into the next Century."

"It is a pleasure and a privilege to work with the Society to build this historic initiative on the foundation of the Medal of Honor and Abraham Lincoln who created it. By identifying and celebrating unsung heroes across this nation, they are, in the words of President Lincoln, appealing to 'the better angels of our nature,'" said David Clark, Chief Executive Officer of EPOP International and Co-creator and Executive Producer of Above & Beyond.

"The Medal of Honor and those who wear it represent the values of courage, sacrifice and selfless service," added David J. McIntyre, Jr., President and Chief Executive Officer of TriWest Healthcare Alliance and founding sponsor of Above & Beyond. "Through their Above & Beyond initiative, these men will lead the way as perhaps no other can, so all Americans begin to understand and value, those who put others before themselves.

After a nationwide search and selection process for the Above & Beyond Citizen Honors, the Society will select 50 Finalists to represent their respective states. From these remarkable Americans, the Society will announce three Above & Beyond Citizen Honors recipients at the show, and their remarkable stories of hope and courage will be broadcast to the nation.

To highlight this national selection process, each of the 50 Above & Beyond Citizen Honors Finalists will be invited to the Above & Beyond Gala in Washington, D.C. to represent their state. Prior to the televised show, short videos on each of the 50 finalists will be available on the Above & Beyond website, along with extended video packages of the three Above & Beyond Citizen Honors recipients.

ABOUT THE MEDAL OF HONOR

Created by Abraham Lincoln in 1861, the Medal of Honor is the highest award for valor in action against an enemy force, which can be bestowed upon an individual serving in the United States Army, Navy, Marines, Air Force and Coast Guard. To receive this rare honor, the President of the United States must approve it after a long and rigorous consideration process, and then presents it personally to the recipient in the name of Congress. Since the birth of our nation, over 40 million Americans have faced combat, yet only 3,463 have received our nations highest honor for combat -- the Medal of Honor.

ABOUT THE CONGRESSIONAL MEDAL OF HONOR SOCIETY

The Congressional Medal Of Honor Society is chartered by Congress, and regarded as the most exclusive organization in our country, as its

membership is solely made up of living Medal of Honor recipients. Today there are only 109 members, who come from all social classes, race and economic levels. They range in age from 57 to 97, and live in all areas of our Country. No amount of money, power or influence can buy one's rite of passage to this exclusive circle, and unlike almost any other organization, this group's members hope that there will be no more inductees. Beyond this attitude towards recruitment, about also share a passionate love for the United States of America and have the distinct honor of wearing our Nation's highest award for military valor, The Medal of Honor. For more information, visit www.cmohs.org

ABOUT THE CONGRESSIONAL MEDAL OF HONOR FOUNDATION

The Congressional Medal of Honor Foundation is a non-profit organization whose mission is to perpetuate the Medal of Honor's legacy of courage, sacrifice and patriotism. The Foundation supports the objectives, activities and programs of the Congressional Medal of Honor Society, and raises funds for initiatives such as Above & Beyond, that promote what the Medal of Honor represents. For more information, visit www.cmohfoundation.org

ABOUT EPOP INTERNATIONAL

Above & Beyond Co-creator and Executive Producer David Clark founded EPOP in 2000. Also led by Executive Producer Chad Brokaw, EPOP is unique, as it is solely dedicated to creating and producing cause-related properties in all forms of media. In 2002, EPOP worked with President Nelson Mandela to create the "46664" HIV/AIDS concert in South Africa. Globally broadcast on MTV, the landmark event featured performances by Bono, Beyonce, Queen, The Corrs and Peter Gabriel. In 2005 EPOP created the "Anne Frank 75th Birthday Tribute" with Anne's cousin and only living family member Buddy Elias. Miop Gies, 97, the remarkable woman who hid the Frank family for over two years and later found Anne's diary, participated as an event Chair, along with President's Clinton and Carter, as well as Senator's Clinton, Obama and Dole. Performers included Whoopi Goldberg, Richard Gere, Natalie Portman, Cindy Lauper, Lou Reed, Laura Linney and more. For more info visit: www.epopinternational.com

ABOUT TRIWEST HEALTHCARE ALLIANCE

Above & Beyond supporter and Congressional Medal of Honor Foundation Board member David McIntyre, is the President and CEO of TriWest Healthcare Alliance. TriWest is a Phoenix-based corporation that partners with the Department of Defense to provide access to cost-effective, high-quality health care for 2.7 million members of America's military family in the 21-state TRICARE West Region, which is comprised of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming and western Texas. For more information visit www.triwest.com

For all Above & Beyond Sponsorship/Partnership opportunities, please contact Above & Beyond Alliance Director Bill Shoonmaker at (212) 488-6540 / bill@leaddogmarketing

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