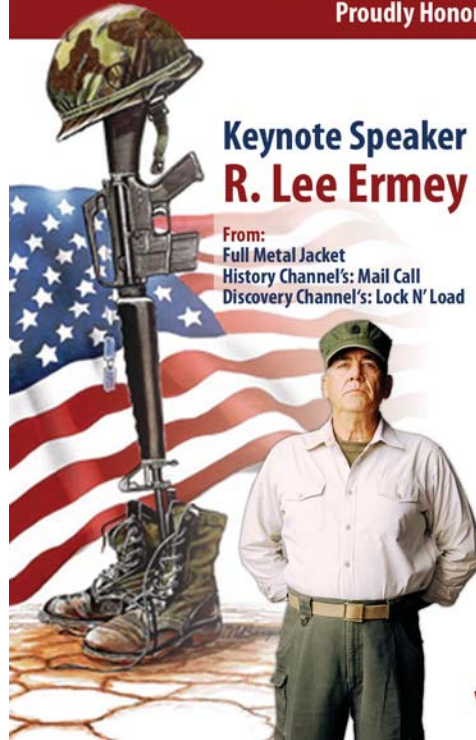


Walk With Heroes - Saturday March 6th, 2010

The Plaza Resort & Spa, In Partnership With The Legendary Buffalo Chip,
Proudly Honors And Pays Tribute To Veterans Of All Ages!

THE LEGENDARY
BUFFALO
CHIP



Keynote Speaker **R. Lee Ermey**

From:
Full Metal Jacket
History Channel's: Mail Call
Discovery Channel's: Lock N' Load

The Largest Veterans Tribute And Celebration In The World!

- More than 75 Veterans related associations
- More than 10 Veterans motorcycle organizations

Feature Events – Free Admission & Free Bike Parking

- Vietnam Memorial Wall Ceremony at 4:30pm
- Live Concert at the Plaza Resort & Spa Pool Deck - 6:30 pm
A Tribute to The Rolling Stones and Jimi Hendrix, Featuring Nationally Recognized Tribute Bands The Glimmer Twins and Jimi Taylor.

Ceremonies & Memorials:

Memorials are available for viewing on March 4th – 6th from 9am through 6pm.

- Changing of The Guard Ceremony - Every 30 minutes (9am -5:30pm March 6th)
- Vietnam Traveling Wall (Replica With All Names Included)
- Walk of Heroes Collection
- The "Cost of Freedom" Tribute
- WWII Tribute Collection
- WWI Memorial
- Korean War Tribute Collection
- 9/11 Tribute
- Civil War Memorial
- Gold Dog Tag collection for casualties since the Vietnam War
- Gold Dog Tag collection for casualties of the Global War on Terror


600 N. Atlantic Avenue
Daytona Beach, FL 32118

www.PlazaResortandSpa.com/VeteransTribute • 1-800-Daytona



FOR IMMEDIATE RELEASE

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Ocean Waters Management

(386) 944 4296 Office

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"AMERICA'S DRILL SERGEANT" TO HEADLINE MAJOR VETERANS EVENT DURING BIKE WEEK IN DAYTONA BEACH

March 4 6, 2010, DAYTONA BEACH, FL – Gunnery Sgt. R. Lee Ermey, former Marine and award winning actor will be the featured speaker at "A Walk with Heroes" on March 6th, at the Plaza Resort & Spa.

Ermey is probably best known for his role as the hard nosed, abrasive Drill Sergeant Hartman in the critically acclaimed film, "Full Metal Jacket (1987)". He also stars in his own shows on the Discovery and History channels, including "Mail Call" and "Lock N' Load with R. Lee Ermey".

Ermey is also well known for being an outspoken advocate for the United States Marine Corps, US Armed Forces and Veterans groups.

"When we approached Ermey about coming to help with our event, he did not hesitate," says Ocean Waters Chief Operating Officer, and fellow Veteran, Stephen Nalley. "He said he wanted to help out in any way he can to bring awareness to Veterans causes and raise money for Vets and their families."

Ermey will be joined by Sgt. Major Gene Overstreet, former Sgt. Major of the United States Marine Corps.

On March 4th, a complete replica of the Vietnam Wall will be escorted to the Plaza Resort by riders with the "Rolling Thunder" Veterans Motorcycle group. Memorials and tributes to every US Military War and Conflict will also be on display through the weekend.

On March 6th, a major ceremony will be held to formally honor veterans of every branch. Ermey will be the keynote speaker. Civilian and Military guests will be encouraged to purchase balloons from their charity of choice and write a note to fallen heroes. At 6:45pm, after Ermey's address, the balloons will be released.

MORE

BIKE WEEK VETERANS/R. LEE ERMEY – CONTINUED

More than 75 Veterans related associations and charities will be on hand to honor the fallen. Commitments have been made from 15 Veterans motorcycle groups to attend, as well.

After the balloon launch, a live concert will kick off a night of entertainment on the Plaza pool deck. Veterans will receive free admission to all the festivities the night of the 6th by showing a valid Military ID, Veterans ID or Veterans Association card. Civilians can gain entry through an on site charitable donation.

“This is not just an event for veterans, it’s for everyone,” says Tim Stockman, Vice President of Ocean Waters. “We encourage civilians to come to the memorial, to see the sacrifices that have been given, and join us in remembering the fallen.”

The General Public is invited to come to the Plaza to view the memorials on the 4th and 5th, and are welcome to join veterans for the ceremonies on the 6th. There is no charge to come to the Plaza to view the memorials or participate in the ceremony.

“Our goal is to raise awareness for Veterans groups, and also to raise money to keep them going,” says Gene P. Carroll, Post Commander and National Committee Member of the Veterans of Foreign Wars. “By the time the 3 days are up, we hope to have raised more than \$150,000 for Veteran’s charities and, hopefully, inspired visitors to give, year round, to help support the men and women who have fought for this county.”

The Plaza Resort & Spa is located at 600 N. Atlantic Avenue in Daytona Beach. The media is invited to attend all festivities. [Media must RSVP for organizational purposes.](#)

Media can contact Tim Stockman at (386) 944 4296, for further details or email him at tstockman@oceanwatersmanagement.com

Gunnery Sgt. R. Lee Ermey spent eleven years in the Marine Corps, Two of which were spent as being a Drill Instructor at Marine Corps Recruit Depot San Diego, India Company 3rd Recruit Training Battalion 1965 67, Arrived in Vietnam in 1968 spending 14 months attached to Marine Wing Support Group 17 and 2 tours in Okinawa. He rose to the rank of Staff Sergeant and was medically retired for injuries received. On May 17, 2002 he received an honorary promotion to Gunnery Sergeant (E 7) by Commandant James L. Jones, becoming the first retiree in the history of the Marines to be promoted.

Using G.I. Bill benefits, Ermey enrolled at the University of Manila in the Philippines, where he studied drama. Francis Ford Coppola was filming "[Apocalypse Now \(1979\)](#)" in the area and cast Ermey in a featured role. He has since gone on to star or appear in approximately sixty films.

As a Golden Globe nominee and Boston Society of Film Critics Award winner for Best Supporting Actor in director Stanley Kubrick's "[Full Metal Jacket \(1987\)](#)", R. Lee Ermey is one of the most successful and talented actors working in film and television today.

Read more about R. Lee Ermey at www.rleermey.com

ABOUT THE PLAZA RESORT & SPA AND OCEAN WATERS MANAGEMENT

Ocean Waters manages 20 oceanfront hotels in the Daytona Beach, Daytona Beach Shores and Ormond Beach area, including the Plaza Resort & Spa. In 2007, the company was honored by receiving the VFW's "National Employer of the Year." This award recognizes Ocean Waters' devotion to hiring and promoting military veterans. You can view all Ocean Waters Properties at www.daytonahotels.com.

The Plaza resort & Spa has stood watch over Daytona Beach for more than 100 years. Originally built in the 1888, Daytona's most Historic Hotel has been a favorite getaway for the famous and families, alike, for more than a century. In modern times, the Plaza is still leading the way in hospitality, by becoming one of first hotels in Daytona Beach to earn State Certified "Green" status. With 323 guest rooms, 32,000 square feet of meeting space and a full service European Spa on site, the Plaza has insured its place in the history and future of the Beach we call home. For more information visit www.plazaresortandspa.com.

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**MASSIVE VETERANS DISPLAY, TRIBUTE CONCERT AND BALLOON LAUNCH DURING
BIKE WEEK TO HONOR THOSE WHO HAVE FALLEN AND THOSE WHO SERVED**

March 4 6, 2010, DAYTONA BEACH, FL The Plaza Resort & Spa, in partnership with the World Famous Buffalo Chip, are honored to present one of the largest Veterans Tributes in the United States.

"A Walk With Heroes" will have tributes to all branches of our Armed Forces, prestigious speakers, top level entertainment, and the largest balloon launch in the history of Veteran's memorials at the Plaza Resort & Spa, during the climax of Bike Week.

"It's no coincidence that this event falls during Bike Week," says Lifetime VFW Member and Ocean Waters Chief Operating Officer, Stephen Nalley, "So many bikers are veterans, themselves. We want to give something back."

A complete replica of the Vietnam Wall will be escorted to the Plaza by the Rolling Thunder and other Veteran related motorcycle groups.

"If you have never experienced the raw emotion of 'The Wall', now is your chance," says Rolling Thunder Chapter President, and Vietnam Veteran, Jon Hanson.

The memorial contains all 58,195 names of those who fell in the conflict. The Wall will be staffed with honor guard for all 3 days of display, with a "Change of Guard" ceremony taking place every ½ hour, around the clock.

Here is a list of the memorials that will also be on display:

- Walk of Heroes Collection
- The "Cost of Freedom" tribute
- WWII, WWI and Korean War Tribute Collections
- Gold Dog Tag collection for casualties since Vietnam and the War on Terror
- 9/11 Tribute
- Civil War Memorial

MORE

BIKE WEEK VETERANS – CONTINUED

More than 75 Veterans related associations and charities will be on hand to honor the fallen. Commitments have been made from 15 Veterans motorcycle groups to attend, as well.

On March 6th, a major ceremony will be held to formally honor veterans of every branch. Civilian and Military guests will be encouraged to purchase balloons from their charity of choice and write a note to fallen heroes.

At 6:45pm, the balloons will be released.

“This is not just an event for veterans, it’s for everyone,” says Tim Stockman, Vice President of Ocean Waters. “We encourage civilians to come to the memorial, to see the sacrifices that have been given, and join us in remembering the fallen.”

After the balloon launch, a live concert will kick off a night of entertainment on the Plaza pool deck. Veterans will receive free admission to all the festivities the night of the 6th by showing a valid Military ID, Veterans ID or Veterans Association card. Civilians can gain entry through an on site charitable donation.

Bands include:

The Glimmer Twins (the only tribute band endorsed by the Rolling Stones)

Jimi Taylor (Jimi Hendrix tribute band)

The General Public is invited to come to the Plaza to view the memorials on the 4th and 5th, and are welcome to join veterans for the ceremonies on the 6th. There is no charge to come to the Plaza to view the memorials or participate in the ceremony.

“Our goal is to raise awareness for Veterans groups, and also to raise money to keep them going,” says Gene P. Carroll, Post Commander and National Committee Member of the Veterans of Foreign Wars. “By the time the 3 days are up, we hope to have raised more than \$150,000 for Veteran’s charities and, hopefully, inspired visitors to give, year round, to help support the men and women who have fought for this county.”

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