

FOR IMMEDIATE RELEASE



HEROES & LEGENDS CONCERT WITH LEE GREENWOOD COMING TO OHIO

The United States of America Vietnam War 50th Year Commemoration Program working in partnership with northeast Ohio Veterans groups, major sponsor Montrose Auto Group, Veterans Service Commission Ashtabula County and local business leaders will host the "Heroes & Legends" Concert on Sunday, July 16, 2023. The concert will star Lee Greenwood with special Guest Artist, Gary Lewis and the Playboys and will be presented at the Yankees Outdoor Pavilion, Lake Road, Geneva on the Lake, Ohio's oldest summer resort. Yankees is a historic location in Geneva on the Lake bringing the best of live entertainment for fifty years. This concert is an official Department of Defense Vietnam War Commemoration program.

Vietnam veterans represented nearly 10% of their generation. They fought under challenging conditions, and when their service ended, they were often blamed for a war they didn't start when they should have been commended for serving their country. This is an opportunity to right a wrong by celebrating and honoring these veterans and families' sacrifice at the "Heroes & Legends" Concert. In recognition of their many sacrifices, the official Vietnam War 50th Anniversary Commemoration Pin will be presented to all United States Veterans attending the Concert who served on active duty in the U.S. Armed Forces at any time during the period of November 1, 1955 to May 15, 1975, regardless of location, are eligible to receive this prestigious pin.

A total of 9,087,000 military personnel served on active duty during the Vietnam War era, with over 2,709,000 Americans serving in Vietnam, about 9.7% of the generation, with an estimated 58,318 U.S. soldier casualties. Also being honored at the Concert will be an estimated 752,000 veterans living in Ohio, the biggest share being the 271,877 Vietnam era veterans. The United States of America Vietnam War Commemoration was authorized by Congress, established under the Secretary of Defense and launched in 2012. By Presidential Proclamation, the Vietnam War Commemoration will continue through Veterans Day, November 11, 2025.

The July 16, 2023 "Heroes & Legends" Concert stars Lee Greenwood who has had countless # 1 hits, Twenty Top 10 singles, won an ACM award, CMA award, and a Grammy award. His hit song "God Bless the U.S.A." (also known as "Proud to Be an American") is considered to be his signature song.

The concert's Special Guest Artist, Gary Lewis and the Playboys is a 1960s era pop and rock group best known for the hit song "This Diamond Ring" which was the first of a string of hit singles. In all, Lewis had eight gold singles, 12 Top 40 hit singles and four Gold albums. Lewis was drafted into the U.S. Army in January 1967 at the height of his career and was honorably discharged in 1968.

The "Heroes & Legends" Concert will also be a benefit event designed to raise monies for important veterans' charities in northeast Ohio. Sponsorships are available now to individuals, organizations and businesses to formally partner in this event. Sponsors will be included in all promotional material and will be recognized on stage the day of the concert.

Tickets to attend the "Heroes & Legends" Concert are available at [Ticketweb.com](https://www.ticketweb.com) and are \$35 in advance and \$40 Day of Show. Veterans who cannot afford to attend will be provided complimentary tickets through area Veteran Service Organization partners.

Doors open at 1pm with the Vietnam Veteran Pin Presentation at 4pm, Gary Lewis and the Playboys at 5pm and Lee Greenwood at 6pm.

For more information, please contact Frank Cimorelli at 928-848-7803 or email at v4vconcerts@gmail.com