

WHAT IS THE HOMETOWN HEROES PROGRAM?

The Hometown Heroes program places banners along the downtown corridor in West Orange to pay tribute as a living memorial to all service men and women from West Orange who have served or are serving in any branch of the military. The program is managed by the West Orange Downtown Alliance.

HOW DO I SPONSOR A BANNER AND WHAT IS THE COST & SIZE?

Family members and loved ones of veterans can purchase a banner. The cost is \$300 and the banner size is 30" x 60." You must submit a photo for the banner, preferably in uniform of the veteran. The banner will be displayed for a period of approximately one year, at which time it will be returned to the sponsor who purchased it. Financial consideration will be given to qualifying veteran's families who cannot afford the cost of the banner. Please contact us for more information. All requests will be kept confidential.

Each banner will be in the same patriotic style and honor a specific individual that will include their name, picture (preferably in uniform), branch of service and era of service. The name(s) of the sponsor purchasing the banner will be listed on the bottom.

The banners will be installed on existing utility poles in the downtown corridor. This program is open to all who meet the requirements listed below.

WHAT ARE THE REQUIREMENTS?

Anyone can purchase a banner. The individual displayed on the banner, however, is limited to any former or current West Orange resident who has served or who is serving in any branch of military service in a qualifying era of service as seen in the chart below.

ERA OF SERVICE (DATES PROVIDED BY DEPT OF DEFENSE)

GLOBAL WAR ON TERROR (GWOT) SEPT 11, 2001 - PRESENT
PERSION GULF (PG) AUG 2, 1990 - AUG 31, 1991
MILITARY SERVICES DURING COLD WAR (CW) SEPT 2, 1945 - DEC 26, 1991
VIETNAM ERA (VE) FEB 26, 1961 - MAY 7, 1975
KOREAN CONFLICT ERA (KC) JUNE 27, 1950 - JAN 31, 1955
WWII (WW2) DEC 7, 1941 - DEC 31, 1946
WWI (WW1) APRIL 6, 1917 - NOV 11, 1918

All submissions are on a first-come, first-served basis. The Downtown West Orange Alliance reserves the right to reject submissions if they do not meet stated requirements or if the quality of the photo is determined to be unacceptable.

The West Orange Downtown Alliance is a New Jersey nonprofit 501(c)3 organization formed in August of 1998. It was formed for the purpose of managing the town's Special Improvement District (SID) to assist in the economic revitalization of the neighborhoods known as Tory Corner, Eagle Rock, St Mark's, and the Valley. DWOA follows the Four Point Approach to Downtown Management using organization, promotion, design and economic revitalization as defined by the National Main Street Center and Main Street New Jersey Organizations.

QUESTIONS? Call the Downtown West Orange Alliance at (973) 325-4109





ORDER FORM

Full name of person to appear on banner

Date of birth

Former or current West Orange address of veteran

Branch of Military Era of Service (see chart)

Is this veteran ALIVE DECEASED KIA POW/MIA

Full name of person to appear on banner

Name of person submitting photo and relationship to Hometown Hero veteran

Your address

Your phone number Your email

PHOTO RELEASE (must be signed)

I hereby grant permission to the Downtown West Orange Alliance to use the submitted photo, which is an accurate likeness of the individual to be used in the Hometown Heroes program, without any payment or other consideration. I also hereby certify all submitted information to be correct and accurate.

Signature Date

Printed name of signature

Sponsoring family names to appear on bottom of banner

Full name of person to appear on banner

Preferred location in downtown corridor
(Although we can't guarantee a location, we will do our best to accommodate your request.)

SEND COMPLETED FORM AND CHECK FOR \$300 FOR EACH SUBMISSION PAYABLE TO:

DOWNTOWN WEST ORANGE ALLIANCE - HOMETOWN HERO PROGRAM
66 MAIN STREET, WEST ORANGE, NJ 07052
QUESTIONS? CALL: (973) 325-4109