

- [Home](#)
- [Mission»»](#)
- [The Flag»»](#)
- [Sign the Petition](#)
- [Supporters»»](#)
- [Legislation](#)
- [Store](#)



Search Here

FAQ

1. Why do we need this remembrance flag?

Men and women have been serving in the United States military and dying for our country for more than 200 years. They represent a unique and distinct category of individuals, along with the families that sent them, that deserve a symbol of recognition, a visual emblem of honor. Until the Honor and Remember Flag was conceived, there was no such nationally recognized symbol. As a nation we have flags that symbolize everything; each state has their own flag, every branch of the service has their own flag, the POW/MIA have their own flag, every veteran's organization has their own flag, every college, high school, organization and so on. Yet the one single group that sacrificed to allow us to fly every flag freely have no public recognition. It is important that their lives and their families be specifically remembered and thanked.

The Honor and Remember Flag is not a replacement to our Stars and Stripes or to the POW/MIA flag, nor is it intended to diminish their meaning or stature. It was thoughtfully created to fill a void and complete the circle of tribute. With all three, we comprehensively and publicly give tribute to those veterans who served, those who are captured and need to be brought home, those who are still missing and need to be found and those we know who gave the ultimate sacrifice. Let none be forgotten.

2. Why now?

There are many reasons why it is important to establish the Honor and Remember Flag as a national symbol in this generation. The most important one is that there exists today the largest contingent of living veterans of any time in our history. These veterans comprise in large part one of the greatest groups of least honored soldiers in our history: the Vietnam War veterans. For those who lost their lives and their families, the Honor and Remember Flag serves as a way for the rest of us to express, perhaps belatedly, our gratitude for their sacrifice. It is important that all veterans rally in support of the Gold Star families to leave this lasting symbol of public thanks. There are not many opportunities in life to leave behind a national legacy, this is one.

3. Doesn't the American flag honor the fallen?

The American flag is our umbrella that represents everything in this country. It actually takes on the context of wherever it is displayed, Public buildings, private homes, sports stadiums or caskets. But it does not stand for anything specific. Ask any citizen what it means to them and you will get a dozen different responses. Does it represent sacrifice? Absolutely! However, the American flag also stands for our constitution, the unity of our people, the diversity of our nation, the triumph of our accomplishments and the right to protest or to be burned. It is the symbol of freedom we die to preserve, rather than a tangible emblem to specifically honor those fallen. See the answer to question #1.

Our sons and daughters died to preserve its meaning but it does not particularly recognize them. Here is how the symbolism of the American flag was originally explained:

The U. S. flag consists of thirteen horizontal stripes, seven red alternating with 6 white. The stripes represent the original 13 colonies; the stars represent the 50 states of the Union. The colors of the flag are symbolic as well: Red symbolizes hardiness and valor, White symbolizes purity and innocence; Blue represents vigilance, perseverance and justice.

4. Who is being honored by this flag?

All those who have been killed in the "line of duty". This statement can be defined as any military individual killed while serving or as a result of serving, from the moment our nation began. If you have put on a military uniform in service to the United States, you have given authority to superiors to place you in harm's way. If in the course of doing one's duty an individual lost their life, regardless of where or how, this flag is meant to honor that individual. This flag has a broader scope, honoring all those who by draft or volunteer have put themselves in a position to defend the constitution, the US flag and those freedoms which make our nation great. In other words, if someone was killed while guarding a border, standing on a ship's deck, protecting an embassy or marching headlong into enemy fire, this flag honors them. This would include all military members who died from any lingering physical or emotional trauma such as agent orange or PTSD.

5. What does the flag design signify?

The Honor and Remember Flag was designed from both historic military and universal icons. **The Red field** symbolizes the sacrifice of blood shed; what better color than American Flag red. **The White field below**, the purity of that sacrifice. Each man and woman serves with a pure heart and a willingness to lay down their lives at any moment. **The Blue star** in the center dates back to World War I when military families hung a solid blue star banner on their windows or doors representing a loved one on active duty. **The Gold Star** overlaying the Blue, again going back to WWI, signified that the loved one had been killed. **The Folded Flag** beneath the stars represents the flag that is handed to each family at the memorial service of their loved one. **The Flames** above are an eternal reminder that we will never forget. **The Three Words below** complete the tribute, we will always *Honor* their sacrifice and *Remember* them specifically by name.

6. What is the importance of the Honor and Remember flag?

This flag should be important to every citizen of the United States. Never before in the history our country have we realized how vulnerable we can be to the actions of those who would destroy us. Now more than ever, our fighting men and women deserve our recognition and our gratitude for standing in the way of those who would take away our liberty. We owe them, and particularly those who die and their families, honor and remembrance.

By flying the Honor and Remember Flag, we say to our fighting men and women and the families that love them, that we as Americans will never forget their contribution to our freedom. And we are mindful that at any time, any day another could be added to those ranks. Potentially any day, a blue star family can turn gold.

7. Why does the Honor and Remember Flag have a registered trademark?

Great question, the reason for anything to be copy written or trademarked is protection. When the Honor and Remember Flag was initially designed and accepted there needed to be a mechanism in place that would protect it from being altered or produced outside of the US. Additionally our organization exists to fulfill a very important three fold mission, Establish, Educate and Present. For this to be accomplished we must remain viable. In researching the creation and establishment of the POW flag we found that one of the missing elements of their effort was not protecting their design. The initial thought was to make sure that the POW flag flew everywhere, however by allowing the flag to fall into public domain they gave up all rights. Subsequently, not only did the design fluctuate but also all flag manufacturers were allowed to openly profit from the emblem. Today those flags are made all over the world, including China and Vietnam. The Nat'l League of families now are financially hindered in their ability to continue their humanitarian efforts effectively and have resorted to reaching out to the many manufacturers in the hopes of receiving donations. From the onset we did not want this to happen to Honor and Remember, therefore we initially licensed Annin and Co, the largest US maker of flags, as well as several others, to manufacture and distribute Honor and Remember Flags across the country, and yes our organization, in order to remain viable, receives a small portion of the proceeds. The trademark is not held in anyone's name and everyone involved in design have legally released all rights. As a board-run non-profit organization we feel it is our obligation to protect this most honorable symbol and to inhibit it from being altered or produced outside the United States. We hope you agree.

8. How do I help get the flag flying?

There are four very important things you can do:

1. **SIGN the Petition.** If you haven't already. Our goal is 1.6 million signatures, one supporter for each life lost in our nations' history. Once that is achieved our hope is that the Department of Defense will support and Congress will enact a law officially recognizing the Honor and Remember Flag as a national symbol.

2. **TALK about the flag.** Tell everyone in your circle, including businesses about the website www.HonorandRemember.org and encourage them visit and sign the petition. Also please consider spreading the word through newsletters, emails, blogs or by linking to our website. Additionally send the press release link to any media locally or nationally to let them know about the campaign. We would welcome the opportunity for national attention including syndicated talk shows. Another very important action is to send a letter to your Senator or member of Congress telling them about the flag and the importance of national adoption. Currently there is federal legislation in process, HR546.

3. **FLY the Honor and Remember Flag.** Make it a part of your office or family's traditions when you fly the American flag.

4. **CONTRIBUTE.** There are many expenses involved in conducting this national campaign. Any support you can give will help us to fulfill our mission. If every person who signs the petition gives just \$5 it will enable us to meet a very important goal of providing flags to families who have lost their loved ones in military service.

9. Where do the donations go?

Honor and Remember, Inc. is a 501 (c)(3) non-profit organization. All sales and donations are applied to fulfilling the goals of the organization; encouraging congressional and state adoptions, national awareness and in particular, presenting families of the fallen with personalized flags. Our threefold mission is to Establish, Educate and Present. Expenses include both ongoing administrative responsibilities and the continuous communication of our national vision through every means possible; email, direct mail, personal meetings, awareness events, public speaking as well as hundreds of presentations in venues across the country. It is our benevolent and long term goal to facilitate the placement of a personalized flag in the hands of families who have lost a loved one in service to the United States. We have tens of thousands to reach and are focusing not only on the current War on Terror but as far back as WWII, Korea and Vietnam and everyone in between. We are making tremendous progress with very little resources, please help us continue our mission.



Latest Photos





The Red Field represents the blood spilled by brave men and women in America's military throughout our history, who willingly gave their lives so that we all would remain free.



The Blue Star represents active service in military conflict. This symbol originated with World War I, but on this flag it signifies service through all generations from the American Revolution to present day.



The White Border surrounding the gold star recognizes the purity of sacrifice. There is no greater price an American can pay than to give his or her life in service to our country.



The Gold Star signifies the ultimate sacrifice of a warrior in active service who will not return home. Gold reflects the value of the life that was given.



The Folded Flag signifies the final tribute to an individual life that a family sacrificed and gave to the nation.



The Flame is an eternal reminder of the spirit that has departed this life yet burns on in the memory of all who knew and loved the fallen hero.

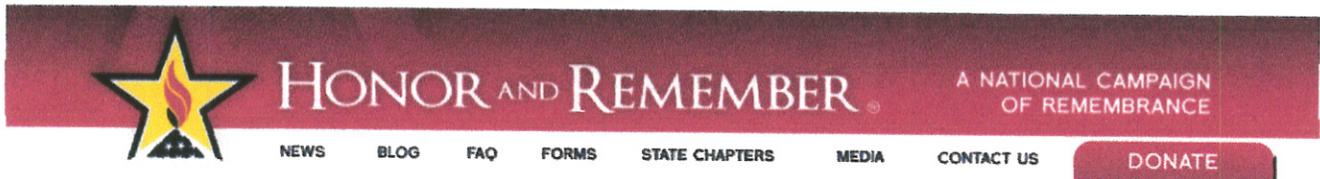
Honor and Remember

We will always Honor their selfless sacrifice and Remember them individually by name.



Latest Photos





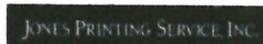
- [Home](#)
- [Mission»»](#)
- [The Flag»»](#)
- [Sign the Petition](#)
- [Supporters»»](#)
- [Legislation](#)
- [Store](#)

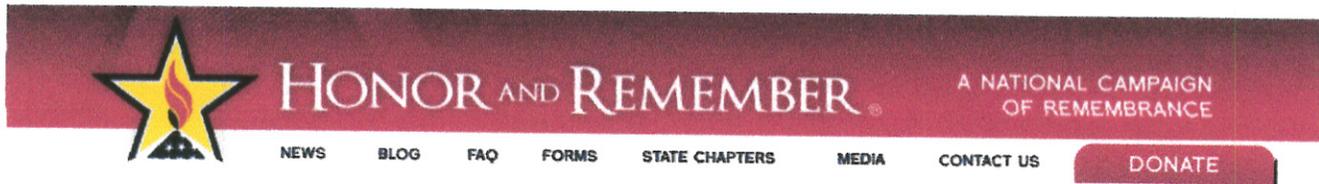


Search Here

[Corporate Sponsors](#)

To learn more about becoming a corporate sponsor [click here](#).





- [Home](#)
- [Mission»»](#)
- [The Flag»»](#)
- [Sign the Petition](#)
- [Supporters»»](#)
- [Legislation](#)
- [Store](#)



Search Here

Nationally Endorsed by:

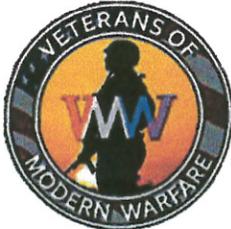
AFSA
Air Force Sergeants Association

MOAA
Military Officers Association of America

AUSA
Association of the United States Army

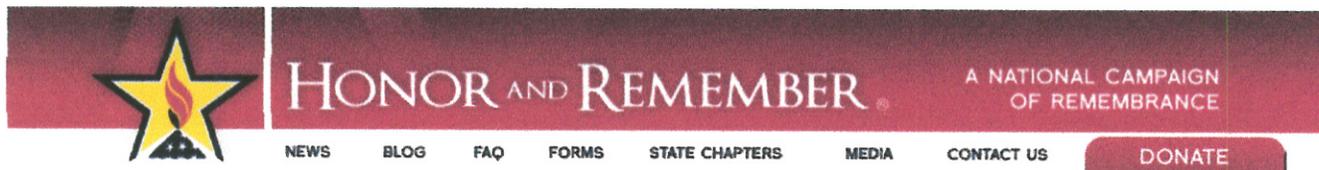


National Society Sons of The American Revolution



Filed under [Official Endorsements](#) · Tagged with



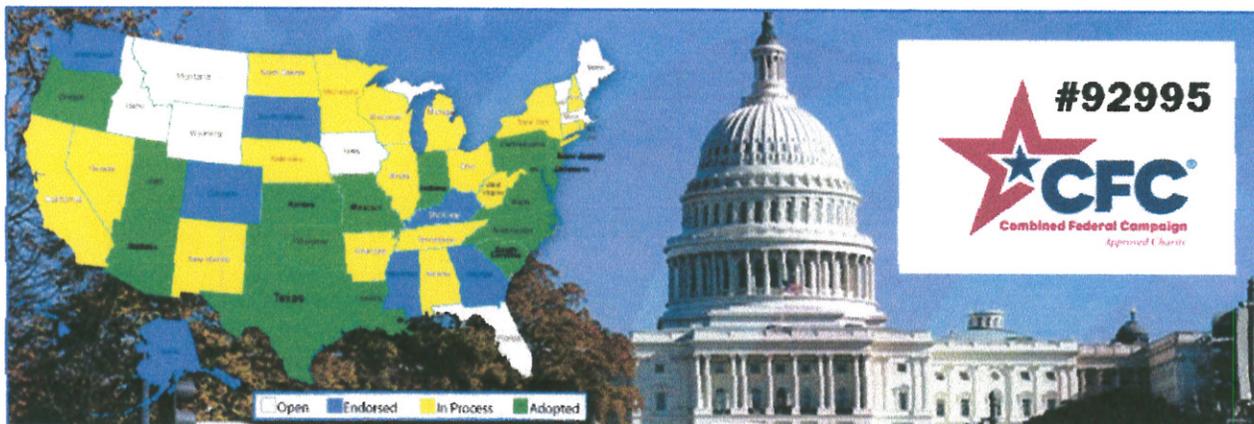


NEWS BLOG FAQ FORMS STATE CHAPTERS MEDIA CONTACT US **DONATE**

- [Home](#)
- [Mission»»](#)
- [The Flag»»](#)
- [Sign the Petition](#)
- [Supporters»»](#)
- [Legislation](#)
- [Store](#)



Search Here



[Approved CFC #92995](#)

[Recent Heroes](#)

[Please Donate](#)

[Flag Presentations](#)

[The Flag](#)

Receive news and updates.

Latest Photos



Honor and remember meeting in Madison 10th Oct. 9:30 AM

Byron Bird Jr. American Legion Post 169 Amery Wisconsin will be speaking on behalf of the Family's that have loss someone in the military.

Oliver Aune Representing the American Legion Post 169 Amery Wisconsin and VFW Post 7929 Jr. Vice Commander Vice President of the Indianhead country Veterans Memorial Assoc.

Lieutenant Colonel Rt. Jerry Martin Luck Wisconsin – 29 year veteran Army Chief Information Officer of the year 2012. President of the Indianhead Country Veterans Memorial Assoc. that includes twenty one county's in northwestern Wisconsin.

Wisconsin VFW State Commander Renee Simpson

This is a picture of my son, Specialist Jeremy B. Bird, born in Amery, Wisconsin June 23, 1973. He was on the honor roll all four years of his high school career. He was most valuable football player and most valuable wrestler of his senior year. Four days after graduating in 1991, age 17 he joined the Army. With intensive training he passed every test and became the best of the best an Airborne Ranger. He went into communications training and became an RTO for the 1st Battalion 75th Ranger Regiment. He volunteered to be the radio operator for the Battalion Commander. On October 29, 1992 while joint training with the Air Force Commandoes to go

into Bagdad, Iraq; The Blackhawk helicopter he was in crashed into the Great Salt Lake. He was killed at age of 19 along with eleven other service men. The mission was out of Hill Air force Base in Ogden Utah.

On October 30th about 3:30 in the afternoon a military car pulled into my driveway. An Army Officer, Chief of Police, and a Catholic Priest got out and the officer met my wife at the door steps. I was some distance from them. I was unloading my truck with a friend after a hard day's construction job. She was having a few seconds of conversation with them. I was wondering what this was about. She turned and walked the longest walk a wife and mother would ever have to make. With tears in her eyes she told me Jeremy was gone, he was killed yesterday on the 29nd in a training accident over the Great Salt Lake. Since then I have been to many memorials in honor of my son. I have his picture, Ranger Hat, dog tags, a Gold Star certificate given to me by the Gold Star Mothers and a license plate from the WI Motor Vehicle Department with Gold Star families on it. I have a letter I received yesterday from the Department of The Army. I will read the letter.

In World War 1 a tradition was started that a Blue Star was flown in honor of a family member who was serving in the Armed Forces. If someone was killed, a gold star was sewn over the Blue Star letting others know a family member was lost in

the war. The tradition is still going on today and the American Gold Star Mothers Inc. was started.

About five years ago, I heard about a new flag on the Fox news honoring the fallen. George Lutz after losing his son in Fallujah Iraq to a sniper bullet was struggling with the loss of his son. He found that other families were having difficulties with their loss too. He came up with a symbol and founded the Honor and Remember flag. This flag honors all the men and women that were killed in the service of their country. There are 16 states that have endorsed and adopted the flag to be flown at state run facilities. "Show the flag". Honor and Remember Inc. have also handed out over 1600 personalized flag to families all over our nation. I received this flag and certificate for my son two years ago at the American Legion in Apple Valley, Minnesota. The Honor and Remember goal is to have the state of Wisconsin endorse and adopt the flag as a state symbol and fly it at all the state run facilities. Hopefully if we get enough states to fly the flag, the federal government will also come on board and make this flag one of our nation's symbol. We can't do enough to honor those men and women that gave the ultimate sacrifice for their country. Also help the healing process of family members still dealing with their loss. When the flag is flown in parades, state run facilities and at private homes the public will know that someone has given his or her life for their country. Thanks Byron Bird Jeremy's dad



JOHN MURTHA

STATE REPRESENTATIVE • 29th ASSEMBLY DISTRICT

Testimony on Assembly Joint Resolution 45
The Honor and Remember Flag
Assembly Committee on Veterans
October 10, 2013

Good Morning Chairman Petryk and members of the Assembly Committee on Veterans.

Thank you for holding a hearing today on Assembly Joint Resolution 45 (AJR 45), the Honor and Remember Flag. This bill was brought to the attention of Sen. Harsdorf and I by constituents who wish to recognized the brave men and women who have lost their lives in service to our country.

AJR 45 will designate the Honor and Remember flag as Wisconsin's emblem of service and sacrifice by those in the United States Armed forces who have given their lives in the line of duty. Currently, there is no flag that specifically symbolizes the lives lost in the line of duty.

The Honor and Remember Flag was designed specifically to recognize all individuals who have died as a result of serving in the United States military, dating back to the American Revolution. It has six distinct markings symbolizing the courage and bravery each military member displayed in the line of duty.

The Red Field represents the blood spilled by the brave men and women in America's military throughout our history, who gave their lives so that our nation would remain free.

The White Field, below the gold star recognizes the purity of sacrifice.

The Blue Star represents the active service in military conflict, a symbol that was originated during the First World War.

The Gold Star signifies the ultimate sacrifice of a warrior in active service who will not return home.

The Folded Flag signifies the final tribute to an individual life presented to the family for their significant loss.

The Flame is an eternal reminder of the spirit that has departed this life yet burns on in memory of all who knew and loved the fallen hero.

Underneath the phrase "Honor and Remember", the name of the fallen service member, whom the flag is being flown in remembrance of, will be displayed.

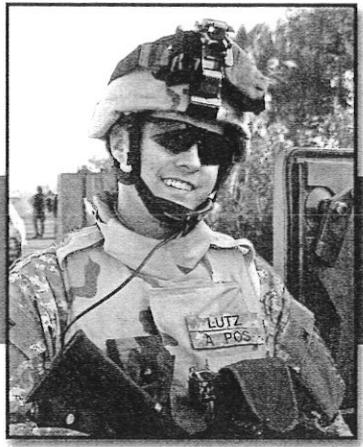
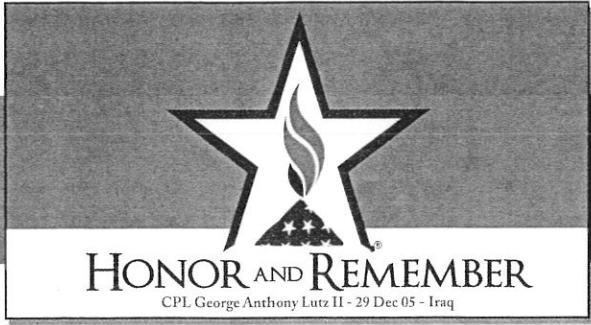


JOHN MURTHA

STATE REPRESENTATIVE • 29th ASSEMBLY DISTRICT

Since the birth of our country over 200 years ago, men and women of the armed forces have defended our nation's freedoms and ensured our flag continues to stand. They have answered our nation's call knowing the fights they would endure and many have given the ultimate sacrifice. To those who have lost their lives in the line of duty and to their loved ones they leave behind, the Honor and Remember flag will serve as a reminder that their sacrifice was not in vain and that their nation will never forget.

Thank you for your time and attention to this matter. I look forward to working with all of you on this bill. I would be happy to answer any questions at this time.



CPL George A. Lutz, II
December 12, 1980 ~ December 29, 2005

PERSONALIZING THE FLAG

A unique feature of the Honor and Remember Flag design is the ability to personalize it. The name of a specific loved one can be added as a tribute. An essential goal of our organization is to place a personalized flag in the hands of the immediate families of every man and woman who died in military service to America. We have presented flags in honor of those who died in war or in peacetime from WWI through today, and we will continue this part of our mission until all are respectfully remembered. Individuals and organizations also have sponsored and presented personalized flags on their own behalf.

Ultimately, we anticipate distributing tens of thousands of personalized flags. You can help by making a donation, purchasing merchandise or sponsoring a flag to honor these heroes.

For more information on obtaining an Honor and Remember Flag or other related products, please visit www.HonorandRemember.org

Mail this donation form to:
HONOR AND REMEMBER, INC.
P.O. Box 16834
Chesapeake, VA 23328-6834

THE FLAG'S ORIGIN

On December 29, 2005, George Anthony Lutz II (Tony) was killed by a sniper's bullet while he was on patrol in Fallujah, Iraq. His family and friends endured the shock, emotional agony and overwhelming loss that accompanied the news of Tony's death, just like the many families who have suffered the same tragedy.

In the months that followed Tony's funeral, his father, George, visited other families who had lost loved ones in the War on Terror. He began to sense that he had joined the ranks of a unique fellowship. These families were only the latest additions to a group that originated with the American Revolution, when the first soldiers to shed their blood for our freedom gave their lives.

George found another commonality among the families of fallen heroes. After their grief had transitioned to numbness and finally to acceptance, many families wanted to know two things: their sacrifice was not in vain and the nation would never forget. These concerns led George on a quest to discover if there was a universally recognized public symbol that specifically acknowledges the men and women of our U.S. Armed Forces who never made it home. To his surprise, he found nothing. Consequently, the Honor and Remember Flag was conceived.



SHARE THE VISION
FLY THE FLAG
SUPPORT THE CAUSE

Help Us With Our Mission.

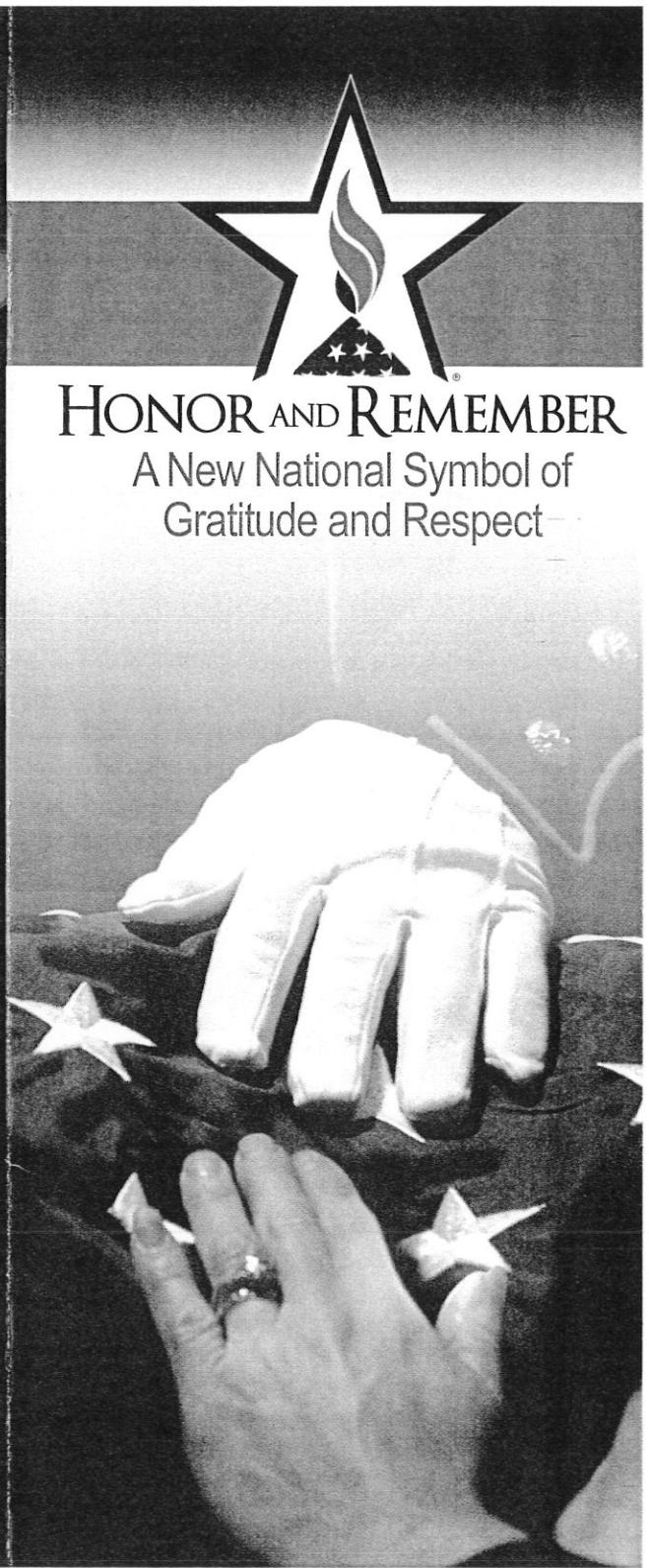
Please consider spreading the word through newsletters, emails, blogs or by linking to our website.

ENDORSED BY



CFC
Combined Federal Campaign
Designate Honor and Remember
CFC #92995
Approved Charity

HONOR AND REMEMBER, INC.
P.O. Box 16834
Chesapeake, VA 23328-6834
Look us up on the web:
www.HonorandRemember.org



HONOR AND REMEMBER
A New National Symbol of
Gratitude and Respect

