



RAISE IT UP!

STAR-SPANGLED BANNER * 1814-2014

On Flag Day—Saturday, June 14, 2014—Americans will “Raise it up!” and come together to participate in potentially the largest unified event in American history and turn the national anthem into “the song that was heard around the world.”

The History

Two hundred years ago, Francis Scott Key, inspired by the sight of the flag’s “broad stripes and bright stars,” penned the lyrics that would become the national anthem. His words gave new significance to a national symbol and started a tradition through which generations of Americans have invested the flag with their own ideals and memories. Today, the Star-Spangled Banner is one of our nation’s most treasured artifacts, cared for and displayed at the **Smithsonian’s National Museum of American History**.



The Vision

During this once-in-a-lifetime event to commemorate the **Star-Spangled Banner’s bicentennial**, Americans around the U. S. will join in the singing of our national anthem with the country’s most celebrated musical voices. The event will take place live on the National Mall in Washington, D. C. and will be broadcast across the nation and around the world via live television, radio and internet streaming.



Aloe Blacc recording the Anthem for Raise It Up!

A live broadcast will include musical performances from America’s top artists; the singing of American patriotic songs by celebrity performers and national music groups; and celebrity-hosted video vignettes about American historical facts and events. This will all lead to the culminating “moment,” when America will stop to sing their Anthem live across the country and around the globe. This will be a unifying moment for Americans around the world as they break a number of world records, including the largest number of people singing a national anthem simultaneously.

With effective marketing, this event has the potential to bring together the entire country for this broadcast and singing of the Anthem – that means hundreds of millions of people singing simultaneously; something that has never been done in history. Americans will be encouraged to watch and sing along from military bases, National Parks and Monuments, street corners, various public locations (restaurants, pubs, etc.), schools, public parks, youth organizations, and gatherings with family and friends. The Smithsonian is partnering with numerous national organizations to build awareness and participation for the event. As a coordinated marketing and social media campaign, *Raise it Up! Anthem for America* can be one of the most talked-about events of the year, and media outlets will also want to jump on this event to help lead the charge and help Americans get excited. The Museum is seeking strategic National Audience Partners to join us to make history on June 14, 2014. For more information contact Camy Clough at cloughc@si.edu or 202-633-3686.



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