

Media Advisory: "Oh, Say Can You See ..." 140 Jeep® Vehicles in Giant American Flag Formation to Raise Awareness of National Anthem Project

- Jeep® owners create largest American flag of its kind
- Flag celebrates Jeep brand's sponsorship of three-year initiative to reteach Americans the words to the National Anthem
- The Oak Ridge Boys, musical ambassadors for the National Anthem Project, to sing "The Star-Spangled Banner" with Jeep Owners

August 9, 2005, Auburn Hills, Mich. -

WHAT:

More than 140 Jeep® owners and their red, white, blue and silver Jeep vehicles will converge on the Pocono Mountains Municipal Airport on Thursday, Aug. 11, to create a giant American flag to celebrate the Jeep brand's sponsorship of the National Anthem Project in conjunction with Camp Jeep®, the largest owner event of its kind.

The construction of the American flag made entirely of Jeep vehicles raises awareness for the "National Anthem Project: Restoring America's Voice," a three-year national education initiative created by the National Association for Music Education (MENC) to reteach Americans the National Anthem and its history.

The Oak Ridge Boys, musical ambassadors for the National Anthem Project, will lead hundreds of Jeep owners as they sing "The Star-Spangled Banner."

The flag, being created with the help of Jeep owners from across the country arriving in the Pocono Mountains to participate in the 11th annual Camp Jeep, measures approximately 73 ft. wide by 191 ft. long and weighs nearly 226 tons.

WHO:

The following will be available for interviews:

The Oak Ridge Boys
Jeff Bell, Vice President - Chrysler/Jeep
John Mahlmann, Executive Director of the MENC
Jeep owners

WHEN:

Thursday, Aug. 11, 2005
Camp Jeep Press Conference at 12:30 p.m. EST
Jeep Owner American Flag and The Oak Ridge Boys at 1:30 p.m. EST

WHERE:

Pocono Mountains Municipal Airport
2780 Memorial Blvd
Route 611
Mount Pocono, PA 18344

PHOTO OPPORTUNITIES:

American flag made of Jeep vehicles
The Oak Ridge Boys performing "The Star-Spangled Banner"

Jeep owners with their vehicles.

ADDITIONAL MEDIA OPPORTUNITIES:

The Oak Ridge Boys will perform "The Star-Spangled Banner" at the opening of Camp Jeep at Jack Frost Ski Resort, Friday, Aug. 12, 2005 at 9 a.m.

Other Camp Jeep activities taking place during the weekend that are open to the public include:

Sunday, August 14

10 a.m. and noon – "Tony Hawk's Grand Jam"

Noon - Jeep King of the Mountain Championships

The Jeep King of the Mountain Series features some of the world's top mountain bikers, competing head-to-head to capture the King of the Mountain title and a share of the record prize purse, which tops \$100,000, and the keys to a new 2006 Jeep Commander

2 p.m. - Concert featuring Gavin DeGraw

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