

South Dakota Airshow, Inc.
1517 S. Minnesota Avenue
Sioux Falls, SD 57105
605-336-1988
www.siouxfallsairshow.com



July 14, 2009

MEDIA ADVISORY



THE VIRTUAL ARMY EXPERIENCE COMES TO THE SIOUX FALLS AIR SHOW

Interactive Mission Simulator Offers Participants a Virtual Test Drive of the U.S. Army

WHAT:

Attendees to the Sioux Falls Air Show will have the opportunity to lace up their boots and take part in a virtual mission as Soldiers in United States Army at the **Virtual Army Experience**. The high-tech, team-based mission challenges participants, 13-years and older, to employ teamwork, rules of engagement, leadership and state-of-the-art military technology to successfully complete their mission. The experience, where participants can also play the *America's Army* PC game against Real Soldiers, is open to air show attendees from July 25-26.

THE MISSION EXPERIENCE:

This **Virtual Army Experience** provides participants with a clear insight into today's high-tech Army and immerses them in the operational roles of Soldiers. During the 25-minute experience, participants receive a comprehensive mission briefing to prepare them for entering the virtual mission simulator. Participants then fall-in on HMMWV simulators, modeled on the actual vehicles employed by Army Special Forces. Other participants load onto a UH-60 Black Hawk helicopter, where they employ light arms and provide air coverage support against enemy forces rendered by the *America's Army* game. Upon mission completion, participants receive a debriefing on their performance.

AMERICA'S ARMY REAL HEROES:

Visitors will also meet a heroic Soldier featured in the *America's Army* Real Heroes program, which tells the stories of Soldiers who have earned citations for bravery and valor. **America's Army Real Hero SGT Tommy Rieman**, who received a **Silver Star** for his role in Operation Iraqi Freedom, will share his story with VAE participants, sign autographs and hand out his *America's Army* Real Heroes action figure to participants who excel on the virtual battlefield.

.....
MEDIA ALERT
.....

MEDIA OPPORTUNITIES:

WHEN: **MEDIA DAY – FRIDAY, JULY 24 – 12:00 pm – 4:00 pm**
During this time media will have the opportunity to take a virtual test drive of Soldiering and complete onsite interviews with *America's Army* Real Heroes and Army Soldiers.

The media is also invited to follow participants through the **Virtual Army Experience** during air show hours from July 25-26. Onsite interviews are available with *America's Army* Real Heroes and Army Soldiers.

WHERE: Sioux Falls Air National Guard
1201 W. Algonquin Rd.
Sioux Falls, SD 57104

CONTACT: Amy Lindstrom at 206-399-3177 or alindstrom@ignitedla.com

More information about the Virtual Army Experience can be found at <http://vae.americasarmy.com>.

###