



## WE WILL NEVER FORGET

The morning of September 11, 2001, is one of those dates that all Americans can remember where they were and what they were doing.

I was having a cup of coffee in the kitchen of my home. The “Today” show was on in the background, when “breaking news” caught my attention and the ensuing pictures would be forever seared into my mind. As the morning unfolded, I stood there frozen, listening and watching the intensifying reports: two planes hit the Twin Towers, a third crashes into the Pentagon, a fourth plows into a rural area of Western Pennsylvania. Stunned as we all were, the grim realization finally dawned on me that innocent lives of everyday citizens were lost in the fire and debris.

That day changed us. The reality was that fourth plane, headed for Washington D.C., flew right over our heads and crashed in our backyard, some 80 miles away while I stood there in our kitchen.

I stood there helpless. There was nothing I could do. I couldn't fight an unknown enemy; I couldn't even help those in need.

Over time, I have come to feel an affinity with United Flight 93. The proximity of its resting place in Shanksville, PA puts me in constant reach of that eventful day. I had taken my family to the temporary Memorial last summer, the experience was soul searching. The story of how a group of courageous passengers and crew who overcame those hijackers continually gives me an image of hope.

## THE AMERICAN WAY – UNCOMMON BRAVERY FROM THE COMMONEST OF US ALL.

So when the National Football League announced that our beloved Super Bowl Champion Pittsburgh Steelers would host the Tennessee Titans in the League's season opener on September 10th at Heinz Field, an idea occurred to me. With the influx of fans, celebrities, and national attention that comes with the opening of the NFL season why not use that date as a launching pad to bring awareness to the 8th Anniversary of 9-11.

WE WILL NEVER FORGET the sacrifice of our first responders, the 1.7 million troops who have fought in the war on terrorism or those who are serving their country today and in the meantime, able to help the National Park Foundation raise the remaining dollars for the permanent Flight 93 Memorial.

More than 1,000,000 people from all over the world have visited a moving but temporary memorial overlooking the sacred ground of Flight 93. Ground breaking on the permanent memorial is scheduled to begin early next year so the memorial can be dedicated on September 11, 2011 to mark the 10th anniversary of “9/11”. The National Park Foundation is tantalizingly close to reaching the first fundraising goal of the \$30,000,000 project. Our support will mean so much in helping them reach the deadline.

Please join Steelers President Art Rooney II, Franco Harris, Jerome Bettis and me as we co-host the 9-11 WE WILL NEVER FORGET tribute to those who have sacrificed so much.

Special guests that evening will be General Tommy Franks, who commanded our troops in Iraq; Tom Ridge, Pennsylvania's governor during 9/11 and the first Secretary of Homeland Security; along with a special tribute to Country Music Superstar Toby Keith, who has been tireless in his contributions of visiting and entertaining our troops over seas.

We will also have a special auction that evening to benefit “Soldiers Angels” and a golf event that morning at the Pittsburgh Field Club, which will benefit the “Golf Supports Our Troops Charity”. All the details are included in this packet.

We look forward to talking to you about this Event. Please join us September 11, 2009.

Rocky Bleier