

# WORLD MEMORIAL

9/11 Salute to Uniformed Public Service and Families



WORLD MEMORIAL mission is to develop a "Wings of Peace" educational program promoting tolerance among children from all nations, tour the ROS concert across America; and finally, designing a lasting monument to preserve for all generations that moment in time - September 11, 2001.

**Federal 501c3 Charity Foundation, All donations are tax-deductible, EIN #48-1292008  
ROS Producer, 214-850-3377, Mr Mendler 619-944-7011 email: [WorldMemorial@aol.com](mailto:WorldMemorial@aol.com)**



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## EXECUTIVE SUMMARY

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*Within 93 minutes, the two tallest buildings in our nation fell; killing almost three thousand innocent people, including four hundred uniformed public servants who paid the ultimate price for saving over 25,000 people.  
Their calling: "This we do – So others may live."*

The tragic events of September 11, 2001 became a sobering reminder of the extreme importance of our emergency response teams. Daily, across the world, these selfless individuals put their own lives in harm's way to protect us all. The WORLD MEMORIAL honors their unfailing dedication and courage.

The uplifting Release of Souls Tribute Concert is the premier project of WORLD MEMORIAL. Propelled by a dedicated team of pilots, artists and musicians, the Release of Souls will tour two years in support of our uniformed public servants that daily put their lives on the line to help others; and in tribute to those that did not return home.

Beginning in Maple Ridge, British Columbia, the Release of Souls Symphony Concert had its debut on September 11, 2003. It quickly grew into a world-class concert for Vancouver's Veterans Day ceremonies, November seventh. With the help of your sponsorship the ROS will travel across North America, on a two-year tour. On September 11, 2006, the sculpture and accompanying authentic World Trade Center steel ingot will be presented to New York at Ground Zero's fifth anniversary.

Today, the WORLD MEMORIAL needs your assistance in three ongoing projects:

- ☐ Release of Souls Tribute Concert, North America Tour, 2004-2006
- ☐ "Wings Of Peace" Educational Program (in development)
- ☐ "Survivors Corner" Permanent Memorial, Museum and Education Center

The WORLD MEMORIAL Release of Souls Concert and "Wings of Peace" children's program allows us to thank our brave men and women of uniformed public service. By contributing to this remarkable and worthy effort, your company will not only gain an international reputation for philanthropy and compassion, but will also make its mark in history by promoting PEACE to all corners of the globe.

Please help us honor the 9/11 families and to pass on lessons of brotherhood for our future. Let us advance the passion of your corporation or community with this rewarding cause. We invite you to be part of the tour as a local concert production member, small business partner or a full corporate sponsor with National 2-year continuous signage. There are twelve unique levels to choose from. Please join us.

On behalf of the entire WORLD MEMORIAL team, we thank you for your vision, leadership and support. Welcome aboard!

  
Brus D. Messinger, Founder  
[www.World-Memorial.org](http://www.World-Memorial.org)





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## VISION STATEMENT

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### 2.1. VISION

*Three years ago, a group of criminals tried to destroy one of mankind's greatest societies by crashing four planes into icons of freedom, military leadership, free enterprise and most importantly, democracy.*

A few days into the tragedy, volunteers at the Allied Pilots Command Center incubated the WORLD MEMORIAL concept to collect artwork, songs, designs and ideas from around the world. In the preceding three years, two hundred professionals from architects to zoologist, from around the globe shared this worthy cause. The unified response received from over six thousand letters was to incorporate the surviving World Trade Center (WTC) iron structures into an onsite Memorial and Educational Museum as evidence to future generations. In addition, 93% of our supporters strongly endorsed a Park and Children's Nursery in tribute to the 2,800 children that lost a parent during that infamous morning. Our vision is to provide **"A Gift of Healing for the Human Spirit"** through an international forum of concerts, art exhibition and touring, educational museum.

### 2.2. MISSION

WORLD MEMORIAL mission is to develop a "Wings of Peace" educational program promoting tolerance among children from all nations, tour the ROS concert across America; and finally, designing a lasting monument to preserve for all generations that moment in time - Sept. 11, 2001.

### 2.3. GOALS

#### Present:

- To generate hope and healing for the families of the victims who lost their lives on September 11, 2001 by touring the Release of Souls Concert.
- To raise support for local Emergency Services in a program called **TEAM UP!**

#### Starting 2006:

- Use ROS Production Truck to tour the back roads of America; collecting used rescue equipment to donate to developing countries. This vision alone will save hundreds of lives.
- To establish a National/International Educational Program; dissecting the language of hate in tribute to the surviving family members.

#### Long Term:

- Build an onsite educational museum exhibiting 9/11 artifacts and promoting tolerance and unity among all nations and peoples.

### 2.4. HIGHLIGHTS

Please visit [WWW.WORLD-MEMORIAL.ORG](http://WWW.WORLD-MEMORIAL.ORG) PRESS page for full listing



## PROGRAMS

### 3.1. RELEASE OF SOULS (ROS) TOURING CONCERT & EXHIBIT

Propelled by a dedicated team of pilots, musicians and artists, the Release of Souls will tour in support of our uniformed public servants standing shoulder to shoulder with our military forces that put themselves in harms way and in tribute to those that do not return home.

***“ROS is a Living Memorial, Connecting Communities, Collecting and Honoring Names”  
– FDNY (Ret) Jack Toale***



#### 3.1.1 ROS SCULPTURE

Beginning October 2001, over 700 sketches symbolizing the tragic 9-11 events were submitted from artists around the world. Early 2002 structural engineer Brian Lytton, designer Louis Louw, metal fabricator Dave Rouleau, and artist Kathleen (Katon) Tonnesen began building the ROS sculpture. With community support, the Release of Souls project was completed in record time for the Police and Fire-Rescue ceremonies in Maple Ridge, Canada on September 11, 2003.

The unique 18' sculpture forges two artistic mediums: sculpture and painting. The twin paintings are symbolic of the Twin Towers at the moment of collapse and the two empty metal structures represent the present-day empty space. The 5-sided base pays homage to the Pentagon attack and the aluminum structure symbolizes the only survivors of this horrific act – the surviving metal WTC columns.



Strike



Base



Front



Right side



343 FDNY, PA, NYPD

Visitors that walked through the artwork have reported a myriad of emotions - from sorrow to reflection to hope. On exit, they discover the wall of remembrance - containing the names of emergency workers who lost their lives while saving others. “Created by grassroots soul,” Kathleen recalls her inspiration; “Release of Souls is a gift of healing for humanity.”





**3.1.2 ROS TRIBUTE CONCERT - VIDEO DOCUMENTARY MEDIA PAGE** [WWW.RELEASEOFSOULS.ORG](http://WWW.RELEASEOFSOULS.ORG)

In concert with the magnificent centerpiece, the ROS provides a platform for the joining together Fire Fighters, Honor Guards, Aviators, Police, Paramedics, Military bands, Pipes and Drums, Emergency Services musicians, and a number of talents from across North America into a world class, September 11 tribute and international healing.

Complementing the WORLD MEMORIAL vision, Composer Miles Black wrote a complete symphonic accompaniment for Fiona Blackburn and Glenda Rae with orchestration by Maestro Ed Henderson often featured with the Vancouver Chamber Choir. As the word spread, other talents joined in: The military Pipes and Drums, the 15<sup>th</sup> Field Artillery Regimental Band and the Maple Ridge Symphony Orchestra created an evening of uplifting music and remembrance in tribute to the fallen heroes of September 11. Two months later, the Seaforth Highlanders of Canada Armory hosted an international concert held on the Canadian Veteran's day of November 7, 2003. The concert was a tremendous success with many politicians and dignitaries in attendance, including Mr. Luis Areagga, the US Consul General.

***"Uplifting Music and Art to heal the Human Spirit"***



With Vancouver's success and support of Canadian Armed Forces, the ROS team has been invited to tour across the United States. Select performances will showcase world-renowned Composer Bechara EL KHOURY and NY Cantor Joseph Malovany, in honor of 9/11 heroes, families, 82 Countries, and those who continue to serve in harms way. It is a salute for Liberty.

The production will tour across America, Mexico, Canada, and in New York City before entering the global arena.

On September 3<sup>rd</sup>, 2004, the Release of Souls USA debut was in Los Angeles at the Pasadena Civic Auditorium, with a grand tribute in San Diego's Balboa Park Organ Pavilion on September 11, 2004. Accompanied by a full Honor Guard detail, the Release of Souls will continue across North America with subsequent concerts planned in Phoenix, Las Vegas, Dallas-Ft Worth, Newport, Kentucky, Chicago, Toronto, Ottawa, Boston, Shanksville, Police Week in Washington D.C., Pentagon courtyard (performance for staffers and military members) and New Jersey Port Authority. The USA memorial dedication will be held in New York City on September 11, 2006. Following the fifth-year anniversary ceremonies, the ROS will be on exhibit and then launch a world tour.

Production costs, ranging from \$27,000 to \$55,000 per event, may be directly underwritten by corporate sponsors and other generous donations. Surplus funds will be applied to future WORLD MEMORIAL concerts, art exhibitions and "Wings of Peace" educational programs.



### 3.1.3 ROS CAST AND CREW



Twenty-four core staff members are involved in the planning, advance and execution of this Canadian/American production. Principle members will travel to each event throughout the North America Tour 2004-2006; while other core staff will be invited as needed. Additional cast, staff, technicians and performers will be added to this list as the production grows. Finally, volunteers will be recruited for local tasking as part of the "TEAM-UP" program - thereby reducing expenses and contributing to the local charity yield.

- |  |                   |
|--|-------------------|
| • Kathleen Tonnesen, Producer                                    | (Principle)       |
| • Miles Black, Musical Director                                  | (Principle)       |
| • Mark Donnelly, Tenor   | (Principle)       |
| • Fiona Blackburn, Vocalist                                      | (Principle)       |
| • Glenda Rae, Vocalist   | (Principle)       |
| • Tony Chamberlist, Band member                                  | (Principle)       |
| • Brett Wade, Band member  | (Principle)       |
| • Rene Worst, Band member  | (Principle)       |
| • Fire Fighter Shannon Sandridge, Vocalist, Mississippi          | (Principle)       |
| • Tim Laithewaite, Band Manager                                  | (Principle)       |
| • Dave's Custom Metal Works, Assembly/Strike                     | (Crew of 12)      |
| • Briere Sound and Lighting                                      | (Crew of six)     |
| • Cantor Joseph Malovany, New York                               | (Guest performer) |
| • (Ret) Police Officer Robert Krupinski, New Jersey State Bugler | (Guest performer) |
| • Ed Henderson, Conductor, British Columbia                      | (Guest performer) |
| • Robyn Adams and Arno Kimsey, California                        | (Guest performer) |
| • Patricia Welch, New York                                       | (Guest performer) |
| • Dance Company  | (Guest performer) |

Supplemental staffing requirements such as Security, Stage Manager, Grips, Truck drivers, Merchandise sales and Catering services will be contracted on an individual basis per location. Finally, headliners will be contracted for special events. Rates for these performers range from \$12,000 to \$40,000 and can only be booked with help from Corporate Sponsors.



### 3.1.4 LOCAL TEAM UP OPPORTUNITIES - "PEOPLE HELPING PEOPLE PAY TRIBUTE"



The Release of Souls Tour offers local communities an opportunity to pack the house and raise nonprofit funds for Emergency Services and other approved nonprofits. Choice for ticketed or non-ticketed event.

WORLD MEMORIAL project managers will unite local charities in what we call **TEAM UP!** The concept is that selected charities, volunteers and communities would book, sell, collect and keep **NET half (50%)** of commemorative sales, truck raffle, cash donations at event, and all ticket proceeds after paying entire turn-key "at cost" contracted concert and merchandise expenses. Roughly, a minimum of 2,000 admissions (\$20.00 for Emergency personnel and families/\$30 general public) would completely cover a first rate 9/11 tribute concert - anything over that amount would go directly to the "pooled" TEAM-UP charities. The remaining 50% split would go to WORLD MEMORIAL national, "Wings of Peace" and future ROS Concert series. Finally, as a boost to small charities, WORLD MEMORIAL cover's all front-end inventory costs.

All "pooled" TEAM-UP funds are dispersed to individual organizations based on **ticket sales** percentage. Local Project Manager would be responsible to set production guarantee, pay ROS production expenses, cover local fees, keep records, nominate charities to WM selection committee, distribute funds and produce an open ledger of all monies. Depending on community desires, TEAM UP local charities could sell appropriate local items if approved by the Project Manager. Those proceeds would go directly to the respective charity.






Combining merchandise sales, seating capacity, cash donations, ticket purchases and TEAM UP energies, the **combined** local charities could realistically gain or exceed \$10,000 on top of having a quality salute to their families.







**ROS TOUR HISTORY (VISIT WEBSITE FOR CURRENT 2006 SCHEDULE)**

  <b>ROS Concerts - 2003</b>   	
<b>Maple Ridge, British Columbia</b>	<b>September 11, 2003</b> ACT Theatre FDNY, NYPA and NYPD Honor Roll Names
<b>Vancouver, British Columbia</b>	<b>November 7, 2003</b> SeaForth Highlanders Armoury Canadian 9/11 Widows, Maureen Basnicki and Tanja Tomasevic attached their husbands names to the ROS memorial
<b>ROS Concerts &amp; Exhibits- 2004</b>	
<b>Los Angeles, Pasadena Civic Auditorium</b>	<b>September 3, 2004</b> Flight Crew Names Added to Honor Roll
<b>San Diego, Balboa Park Organ Pavilion</b>	<b>September 11, 2004</b> GZ Paramedics Names Added to Honor Roll GZ Court Officer Names Added to Honor Roll Explosives Detection Dog, Sirius Search & Rescue Dog Bear Added to Honor Roll
<b>San Diego, USS Midway Aircraft Carrier</b>	<b>September 12 – October 24, 2004</b> 125 Pentagon Names Added to Honor Roll
<b>ROS Exhibits - 2005</b>	
<b>San Diego Convention Center</b>	<b>January 31 – February 4, 2005</b> Cygnus Firehouse World EXPO
<b>Los Angeles Convention Center</b>	<b>June 2005 - FDIC WEST Expo</b>
<b>ROS Concerts &amp; Exhibits- 2006</b>	
<b>Police Week, Washington D.C.</b>	<b>- May 2006</b> - FBI Names Added to Honor Roll
<b>Pentagon Courtyard, Staff only</b>	<b>- TBD May 2006</b>
<b>New Jersey, Liberty State Park</b>	<b>- June 16,17,18, 2006 - Fathers Day tribute</b> NJ. Fire Fighter Name Added to Honor Roll
<b>Shanksville, Pennsylvania</b>	<b>- TBD July 2006</b>
<b>New York Supreme Court</b>	<b>- August, 2006</b>
<b>New York City</b>	<b>- 11 September, 2006 GZ (5<sup>th</sup>) Anniversary</b>
<b>New York Presbyterian Hospital</b>	<b>- TBD October, 2006</b>
<b>New York, United Nations</b>	<b>- TBD November, 2006</b>



### **3.2. “WINGS OF PEACE” EDUCATIONAL PROGRAM (IN DEVELOPMENT)**



In concert with the Release of Souls tour, WORLD MEMORIAL is hosting an educational program called “Wings of Peace.” This program, in development by educators of national institutions, will help children around the world and become a tribute to the 2,800 children that lost a parent in that infamous moment of history.

“Wings of Peace” will invite a select group of instructors to study tolerance foundations at a “teachers retreat” for three to seven days. On return to their school system, these individuals will teach other instructors a concentrated Art and Drama program, and similarly, that knowledge and teaching method will be passed on to school children of all ages.

During the tour across the United States, school districts will be given the opportunity to have field trips to the ROS production truck and traveling 9/11 museum. Kids will be able to follow Release of Souls “Wings of Peace” events on the Internet and watch images of the truck with a near-real-time web camera.

In partnership with other institutions, the ROS production truck will effectively carry the “Wings of Peace” into international acclaim. The program requires an initial budget of \$150,000 for equipment, handbooks, website, travel and teachers retreat.



### 3.3. “SURVIVORS CORNER” MEMORIAL MUSEUM (TEN YEAR OBJECTIVE)

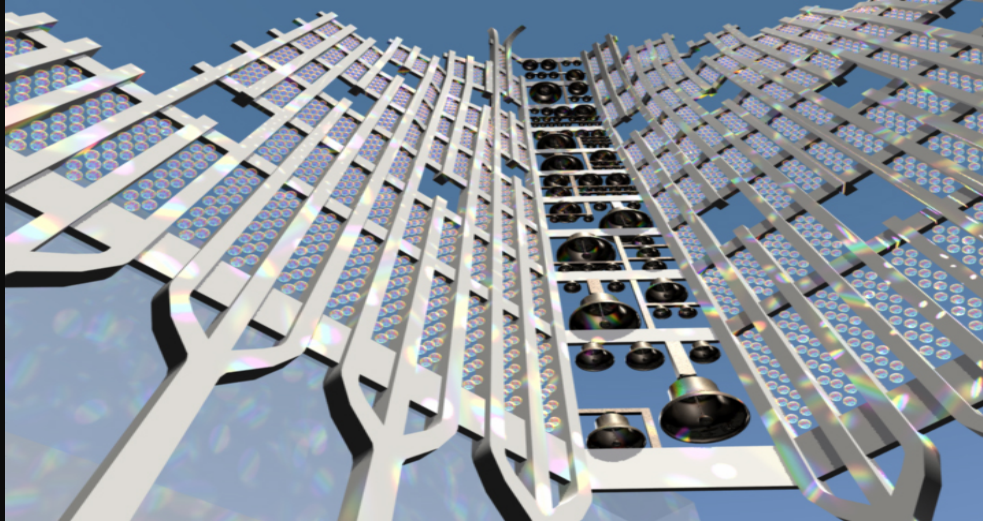
*As Firefighters recovered bodies, another crew was busy cutting the powerful icon and national treasure seen by 5 billion people around the world. One year later, not one WTC surviving column remained; as evidence of that tragic morning.*

With several hundred sketches and 7,000 ideas from around the globe, WORLD MEMORIAL vision includes an onsite 9/11 Educational Museum presenting the artifacts, reasons and outcome of 9/11. This program will be budgeted well prior to 2011 construction. Building design will include a park, library, hands-on museum, artifacts, 19' HOPE sculpture and daytime children's nursery.

Reinforced by former Mayor Rudy Giuliani's Getting it Right at Ground Zero principles, the answer resounded in seven elements and hence the inspiration for “Survivor's Corner” design:



1. Erect the 140-foot WTC “Survivors Corner” steel – It speaks to all cultures, and is the universal language of unity, strength and resolution. Reminiscent to the twisted metal of the Pearl Harbor Memorial, the WTC steel is a national treasure and the only material that survived the Ground Zero epicenter.
2. In a universal sound of freedom, celebration and loss - our heroes will have a voice with full-performance, 82-Bell Carillon. This feature alone will be a pilgrimage for millions of visitors from around the world.
3. Symbolizing faces, 3,000 crystals placed in the WTC windows reflect a rainbow of hope across the memorial.
4. Nineteen foot bronze centerpiece counterbalances the starkness of the 140' surviving steel wall and sends a message of HOPE for future generations.
5. From a secluded room, 9/11 family members can whisper the name of their loved one - and across the Memorial mall that name will glow. With the simplicity of light, the public is immediately bonded to this human loss.
6. Through a water-covered glass dome, light shines down on the Sacred Ashes, protected in a cylindrical chapel. Visitors look up and can see the WTC wall shimmering high above the Memorial Fountains.
7. Memorial park & Nursery dedicated to the children who lost a parent that day.



**3000 Crystals**



**Family Retreat**



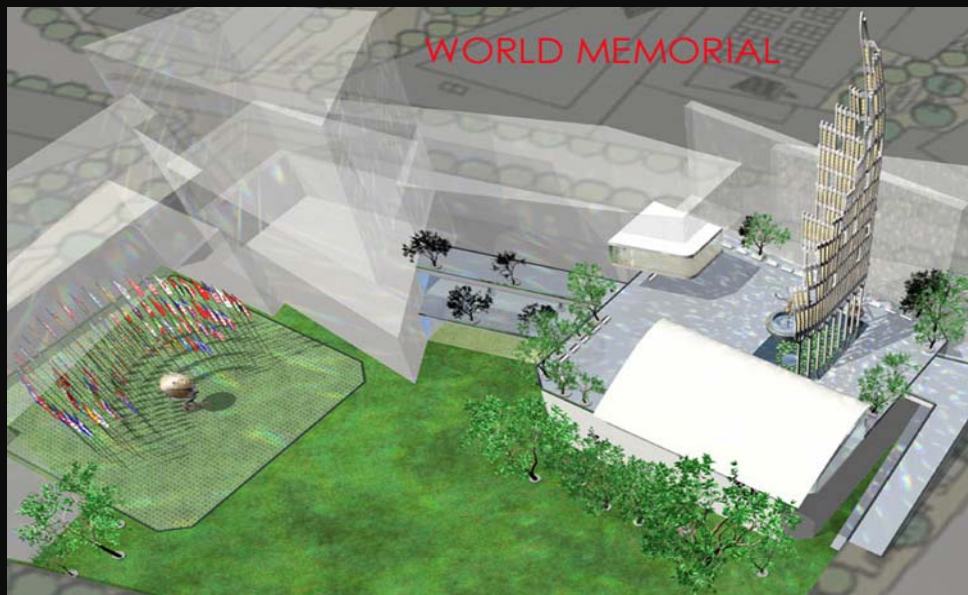
**Memorial**



**Tolling Bell**



**HOPE**



***Create beauty and inspiration out of the ashes...***





## **NEVER FORGET**

Nearly five years ago, a group of criminals tried to wreck one of mankind's greatest societies by crashing four planes into icons of freedom, military leadership, free enterprise and most importantly, democracy. Within 93 minutes, the two tallest buildings in our nation fell; killing almost 3,000 innocent people - including your fellow brothers and sister who paid the ultimate calling of **"this we do - so others may live."**

Like **E**veryone during those tragic days, we wanted to help. While working in the Allied Pilots (union) command center, fellow associates sketched a vision for the WORLD MEMORIAL as an International forum to receive ideas, designs, artwork and healing from around the globe.

In a short time, thousands of messages poured in to the WORLD MEMORIAL. Moved by the images of your brothers and sisters removing bodies around the clock from the "Pile" - a common **V**oice came from around the globe: Save the surviving WTC steel - it was crying out to be preserved as evidence for future generations.

Unfortunately, in the heat of battle, the steel was melted down and sold off. A year later after the fires were **E**xtinguished, nothing remained from that powerful icon seen by 5 billion people around the world.

**Why are we here today?** Let me share with you an acquisition by FDNY (**R**etired) Firefighter Jack Toale. Jack created a Maltese cross from the shim plate World Trade Center North Tower. It's just a little piece of history; but it carries a big story: People died over it, people cried over it, and people shared magnificent careers and dreams within these metal walls. **Let us Never Forget.**

**F**our years ago, Vancouver artists and firefighters saw the same vision. Even though all of the steel and blueprints were destroyed, they created a sculpture armed **O**nly with passion and **R**esolve. It symbolized the "thousands of souls" unleashed that infamous morning. Hence, the appropriate name "Release of Souls."

However, in the beginning of this project, everyone commented - it was "too tragic," "too ugly," and the frequent "Why are you wasting your time?" Except for one **G**roup - uniformed public servants - who daily put their lives in harms way. A group that is always the **F**IRST to be on scene and the **L**AST to leave. A group that daily witnesses tragedy that goes unnoticed by many. A profession that daily manages human crisis. You see, it is the Police and Fire Fighters, EMT's and Paramedics around the globe that are united in a common bond of the WTC beauty, power and passion. London Police Officer Dave Holdbrook requests, **"Let the surviving steel stand erect for a thousand years. Never Forget."**

With the last shred of **E**vidence gone, WORLD MEMORIAL went to work on another resource: a beautiful, inspirational collection of original songs donated from around the world. This 5<sup>th</sup> Anniversary year 2006, International Composer Bechara EL KHOURY, Composer Miles Black, musicians from Paris to fire stations of Mississippi, and world-renown Cantor Joseph Malovany, will present spectacular concert performances to honour your profession, your families, and the 2,800 children that lost a parent on that infamous day.

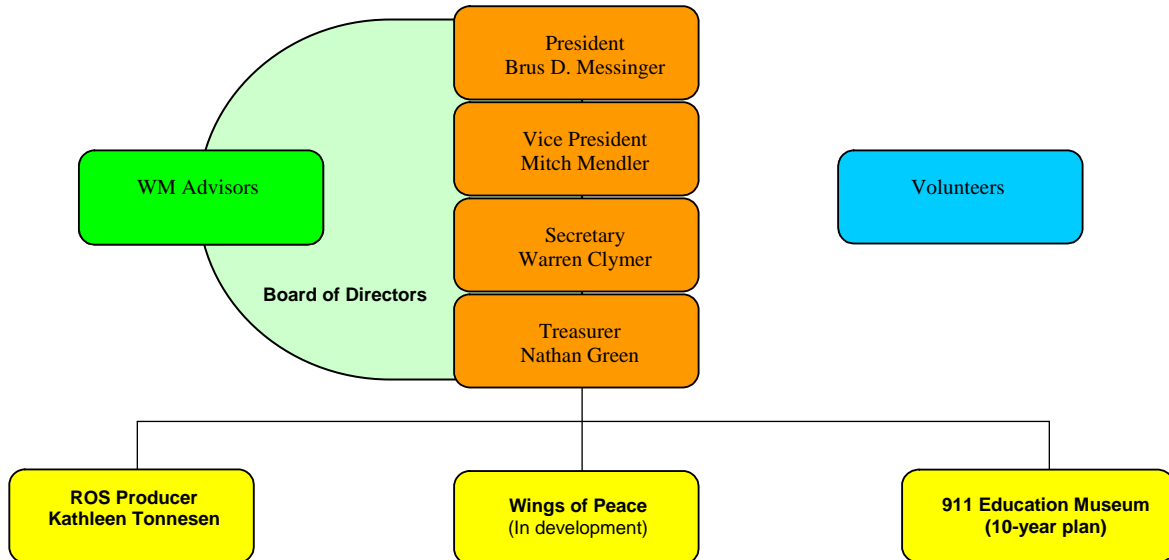
Please join us for the "Release of Souls" Concert. It is a tribute to our fallen heroes, support for the families left behind, and salute to those serving in harms way. Let's stand **T**ogether - as one community in International healing and celebration of Freedom. **NEVER FORGET September Eleven.**

Brus D. Messinger "Why Save the WTC" © 2004 **WORLD MEMORIAL**



## ORGANIZATION

### 4.1. ORGANIZATION STRUCTURE



### 4.2. BOARD OF DIRECTORS

WORLD MEMORIAL is a non-profit, Federal charity governed by the WORLD MEMORIAL Board of Directors. This international mission is chaired by Brus Messinger, Enduring Freedom Veteran, NY B-757/767 pilot, and friend of crew members who died aboard Flight 11. The Board of Directors consists of an Executive Committee and five Board Members as described below. Bios are available on the WORLD MEMORIAL website: [www.World-Memorial.org](http://www.World-Memorial.org)

#### **Executive Board Committee:**

- Brus D. Messinger, Founder and President
- Mitch Mendler, Vice President, SD Fire Fighter/Paramedic, Founder 9-11 Memorial Coins
- Emmy Award Winner Warren Clymer, Secretary/Art Director (credits include *Godfather*)
- Nathan E. Green, former USAF U-2 Pilot, General Contractor and International Pilot

#### **Board Members:**

- (Ret) Police Officer Robert Krupinski, New Jersey State Bugler
- (Ret) FDNY, Jack Toale, President, Retirees of California 19<sup>th</sup> Division
- Nomination

#### **Advisors:**

- CEO, Gary Lovell, Xenex Laboratories, Canada
- Major (Ret) Wes Bowers, [www.MilitaryLives.com](http://www.MilitaryLives.com), Canada
- Brett Hill, Distinguished Fire Fighter, Founder National Firefighters 9-11 Memorial Patch



**BRUS D. MESSINGER, Founder, President**



Rescue Pilot: Saved 78 lives & assisted 11. USAF Airlift Director of Operations, controlled 400 ENDURING FREEDOM sorties out of Frankfurt, Germany, Presidential Support, Aircrew of the Quarter, Team Spirit, AFSOC Cobra Gold, DESERT STORM, Phoenix Scorpion, Red Flag, Maple Flag, First C-5 into Somalia, Hong Kong & Sydney SAREX, Cope Angel Japan, Central America Hurricane Relief, Brim Frost Planner, Cope Thunder Philippines, Classified Pony Express on Midway Island, *Top-leader* award, Mission Coordinator for CIA, FBI, DEA, DAO, Secret Service (1,250 missions), and rescued 63 Vietnamese Refugees following 45-aircraft search in South China Sea.

2003 – PRES	USAF, Lt. Colonel, Reserve Liaison to Civil Air Patrol, Supervisor for Northwest Texas
2003 – PRES	Graduate Studies, Masters of Architecture, University of Texas at Arlington
2002 – PRES	USAF Reservist, Civil Air Patrol/Homeland Security, Texas Supervisor
1992 – PRES	Pilot/Examiner Flt Engineer, Major Airline, NYC, DC, MIA, ORD, LAX and BOS
1992 – 2002	Activated for ENDURING FREEDOM; C-5 Instructor Pilot, 68 AS, Kelly AFB, TX.
1989 – 1991	USCG Instructor Rescue Pilot, Air Station Clearwater, FL
1984 – 1989	USAF Combat Rescue HC-130 Aircraft Commander, Kadena AB, JAPAN
1980 – 1981	Emergency Medical Technician, California Fire Department, Pennsylvania

**MITCH J. MENDLER, Vice President**

Over 1000 saves/resuscitations during 10,000 responses in a 20 year career as San Diego EMT, Paramedic, and Fire Fighter. Currently: San Diego Fire Rescue: Cowles Mountain/Navajo/Lake Murray: Engine Company 34 / Brush 34. Release of Soul 9-11 Memorial Concert Project Manager and Founder/President of Public Safety Net and 9/11 Memorial Coins



**WARREN E. CLYMER, Secretary**

Emmy Award Winner (twice) Mr. Warren Clymer is one of the few masters of Film, Television and Broadway. A lengthy review of Mr. Clymer can be viewed on the Internet, including his credit as Art Director for the original *Godfather* (1972). Warren Clymer is a 35-year resident of Manhattan, committed to WORLD MEMORIAL.

**NATHAN E. GREEN, Treasurer**

During tenure at Beale Air Force base, Instructor Pilot Green invented several devices for the classified U-2 flight program. Currently Mr. Green is an International pilot for a major US airline and in the last several years he has become a master of building. Nathan's business degree, Aeronautical Masters, Top-secret certification and building contractor experience are well suited for the WORLD MEMORIAL.



**KATHLEEN (Katon) TONNESEN, ROS Producer**



Kathleen founded Katon Artist Productions of Vancouver, British Columbia. Born 'to paint' 1963, she grew up in Cape Town, South Africa. Enthusiastic and determined, Kathleen carved a professional career as a working artist since 1990. Her diverse career includes live theatre performance, instructor in motivational courses, bank client services, and public school art programs. Specializing in set design, large-scale canvas, wrap-around-murals, book illustrations, cartoons and portraits. Her works are hung in corporate and private collections all over the world.



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## FUNDRAISING STRATEGY

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WORLD MEMORIAL is seeking financial assistance to cover the costs of 2004-2006 Release of Souls Concert and Art Exhibit series, Production truck and the "Wings of Peace" educational program. Funds are currently being raised through ticket and commemorative-items sales; however the financial demands of producing a memorable ceremony are challenging and reoccurring. Corporations who wish to become a part of this historical event are invited to select one out of five levels of corporate giving. Corporate involvement may be in direct financial support or goods/services in kind contributions. Families will be recognized by donating stocks, annuities and deferred gifts such as life insurance policies and will bequests.

All donations are recorded; however tax receipts will only be issued for cash amounts and fair market value twenty-five dollars and up. Donations \$5,000 USD and higher require additional documentation due to federal regulations. WORLD MEMORIAL has the right to accept or refuse individual, organization, political endorsement and sponsors of a certain businesses that would diminish the WM mission, memorial image or 9/11 ceremony. The twelve sponsorship levels and respective awards are subject to board changes, however all prior commitments will be honored.

The main sources of WORLD MEMORIAL revenue includes:

- Corporate and Individual Donations
- Uniformed Departments of Public Service
- Grants and Family Trust Foundations
- Sale of commemorative items such as T-shirts, CDs and posters
- Ticket sales for Release of Souls concerts

### 5.1. CORPORATE SPONSORS, 2006

**1. Official Sponsor: Headline North American Tour \$250,000**

The Headline Sponsor will enjoy top billing on all signage at every concert and Art Exhibit, across the nation. The billing will read: "**Official Sponsor <your company name and logo>**" on media spots. The logo of the headline sponsor will be permanently featured on the WORLD MEMORIAL web site honor roll, ROS Production semi-truck, publicity spots and in programs sold at all national events. This includes but is not limited to the logo placement on the backs of the official ROS T-shirts and jerseys. The Master of Ceremonies will invite and escort a representative of your company to address a Member's only reception at every event along the national tour. Twenty-five VIP seats will be blocked at every event for your company employees and five back stage "Official Sponsor" passes will be issued to every concert. In addition to the national tickets, 250 VIP seats will be blocked for your entire company party at a full ROS-Concert, booked in a city of your choosing. The ROS production truck will proudly display company logo (2x6') as an official sponsor, available for a 3-day appearance anywhere during the USA tour, and offer a 2-hr appearance for your company's special event within 60 miles of ten concerts. Finally, a special WORLD MEMORIAL certificate and limited edition collector's plaque will be presented in a public forum, in full appreciation from the entire cadre of the WORLD MEMORIAL Foundation. The financial contribution required to receive Headline Sponsor status is \$250,000.





2. **Platinum Sponsor: FIVE Concert in FIVE Selected Cities** **\$75,000**  
The Platinum sponsor will guarantee publicity, corporation signage and logo billing at five concerts, in cities of their choosing. The billing will read: **"Proudly sponsored by <your company name and logo>"**. The Master of Ceremonies will mention your company's name. The name and logo of the Platinum sponsor will be prominently featured on the WORLD MEMORIAL web site, publicity spots and in programs sold at all national concerts. Twenty-five VIP seats will be blocked for your company employees and two back stage Platinum passes will be issued to five concerts. The ROS Production Truck will proudly display your company logo (1x3') as a platinum sponsor and offer a 1-day appearance for your company's special event anywhere during the USA tour and a special private tour/photo-op during the five concerts. Finally, a special WORLD MEMORIAL certificate and limited edition collector's plaque will be presented in a public forum, in full appreciation from the WORLD MEMORIAL Foundation. Sponsorship at this level has been set at \$75,000.
3. **Gold Sponsor: ONE Concert in a City of your choosing** **\$25,000**  
The Gold sponsorship will guarantee the corporation signage and logo billing immediately beneath that of the Platinum sponsor as the Gold sponsor of that evening's concert. The billing will read: **"Proudly sponsored by <your company name and logo>"**. The name and logo of the Gold sponsor will be prominently featured on the WORLD MEMORIAL web site, publicity spots and in programs sold at all national events. The Master of Ceremonies will mention your company's name. The name and logo of the Gold sponsor will be prominently featured on the programs sold at the events. Twenty-five VIP seats will be blocked for your company employees and two back stage gold passes will be issued to 5 concerts of your company's choosing. Finally, the ROS production truck will proudly display company logo (4x16inch) and offer a private tour/photo-op during the selected concert. Sponsorship at this level has been set at \$25,000.
4. **Silver Sponsor: Partner ONE Concert in a selected City** **\$10,000**  
The Silver sponsorship will guarantee the corporation signage and logo billing immediately beneath that of the Gold sponsor, as the Silver sponsor of that evening's concert. The billing will read: **"Proudly sponsored by <your company name and logo>"**. In addition, the corporate logo of the Silver sponsor will be prominently featured on the WORLD MEMORIAL web site, publicity spots and in programs presented at all national events. Ten, one event, VIP seats will be blocked for your company employees at any city of your choosing. The ROS Production Truck will offer a special photo-op during the selected concert. Finally, a variety of promotional gifts, with a value of \$1,000 will be available for your board members. Silver sponsorship rates for the events have been set at \$10,000.
5. **Bronze Sponsor: Small Business Associates of WORLD MEMORIAL** **\$2,500**  
Companies who wish to become a small business associate of the WORLD MEMORIAL ROS Concert and Art Exhibition will provide a \$2,500 donation in return for which their company name and logo will be featured on a separate Friends of WORLD MEMORIAL website and ROS signage. This signage will be directly beneath the Gold and Silver sponsorship signs. Friends of WORLD MEMORIAL names will also be listed in the programs. Four, one event, VIP seats will be blocked for your company employees at any city of your choosing. Finally, a variety of promotional gifts will be available for your board members.



## 5.2. PUBLIC DONATION LEVELS

6. **Compassion:** **\$911**  
Organizations, individuals and families who wish to donate \$911 will be listed as a **Compassionate** contributor in the WORLD MEMORIAL programs. Six complementary tickets will be issued to your friends and family to any scheduled ROS Concert of your choice. As a token of our appreciation for your support, you will receive one CD (or DVD), two WORLD MEMORIAL pins and two T-Shirts or equivalent gift certificate.
7. **Kind Heart:** **\$250**  
Individuals, groups and clubs may extend a **Kind Heart** for \$250 donation. Total of four complementary standby tickets for your family and friends to current or next ROS Concert and one CD and one WORLD MEMORIAL pin and listing in current ROS program will be rewarded as a token of our appreciation.
8. **Family Membership:** **\$100**  
For \$100, families can be recognized as a **family contributor** with four complementary tickets to current ROS Concerts and one WORLD MEMORIAL pin. In case of a free outdoor concert, a promotional gift will be rewarded.
9. **Student and Teachers:** **\$25**  
Students of all ages and nationalities can be recognized as an academic contributor. In salute to your personal **education advancement**, we will issue a WORLD MEMORIAL pin and one complementary ticket to current or future ROS Concert, in any city or country.

## 5.3. UNIFORMED FRIENDS

### 10. "In Harms Way" Contribution

WORLD MEMORIAL is soliciting financial help to cover production and logistic costs of the ROS North American tour, Ground Zero (5th year anniversary) Tribute Concert and global tour 2007-2010. Any level of financial contribution is welcomed. Every dollar is put to good use. As a token of our appreciation, amounts \$500 and over, receive a WORLD MEMORIAL department plaque - featuring the WM Coin in a rotating display case.



### 11. Ceremonial Department Badge and Station Patch

In recognition of support to uniformed, public service department, WORLD MEMORIAL will proudly mount a badge (or equivalent military medallion/insignia) permanently to the Release of Souls historic journey timeline memorial base. In press releases and media coverage, this unique exhibit will highlight the thousands of men and women in units across this nation that daily provide dedicated public service and life-saving assistance – anytime and anywhere.

Fire Fighters, Police Officers, Port Authority, Paramedics, EMT'S, Reservists, Guardsmen, Active Duty Armed Forces personnel, Flight Crews and other uniformed servicemen and women can donate their station/squadron patch. Unit patches will be displayed in a guest book and later on a wall filled with items from around the globe.

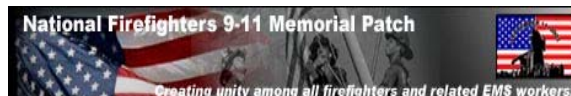


## 5.4. PRODUCTION PARTNERS

The WORLD MEMORIAL team is also seeking donations of GOODS AND SERVICES IN KIND to produce the ROS concert and Art Exhibit series. Merchants will receive signage detailing the generosity of their contribution as well as logo presentation on the website and back of the ROS program.

Corporations involved in the following industries are encouraged to consider participation per event, or for entire 2006 tour: Ask for our concert program to see what items or services your Corporation could directly underwrite.

- Hotels – 24 cast and crew
- Airlines – 24 cast and crew
- Car rental agencies, 3 cars and one van
- Shuttle service, to/from airport
- Communications i.e.: cellular phones, laptop computers
- Trucking companies
- Forklift, Mechanical Genie and Crane services
- Advertising, radio, news media and promotional services
- Ticketing services
- Catering services
- Photographer, TV and editing
- Office supplies and printing services



## 5.5. COMMEMORATIVE MERCHANDISING

A significant source of raising funds to cover WORLD MEMORIAL and touring production costs is through a truck raffle and merchandising program. Merchandise will be offered for sale at each concert, online and at the production truck. All merchandise will commemorate the Release of Souls sculpture and the WORLD MEMORIAL "Never Forget" logo by Emmy Award Winner Warren Clymer.

Items for sale will include music CD, CD-ROM, DVD, T-shirts, lapel pins, caps, calendars and limited posters featuring the ROS image. The estimated capital outlay for merchandise is \$45,000, with a 80% yield.



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## FINANCIAL PLAN

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The two-year budget for the ROS PRODUCTION TRUCK, "Wings of Peace" and Release of Souls, 24 concerts USA tour is \$1.9M. Production costs range from \$5,000 (for ROS static exhibit only) to \$27,000 - \$55,000 per concert, largely depending on the talent booking and associated travel. This entire event is provided "at cost" with most of the services and goods being provided pro-bono by sponsors, vendors, specialists and performers, including United States Military Bands. Predominate funding is provided by corporate sponsors, tickets and your generous donations. An itemized breakdown of the per-performance budgets is available on request. Indoor events run about \$10,000 more due to facility fees. Celebrity headliners are available by request and require \$12,000-40,000 outside ROS budget. International concerts beginning 2007 and will be significantly more and have not yet been programmed. Lastly, 2006 budget is in progress and includes Washington D.C., Shanksville, New Jersey and New York City for 5<sup>th</sup> year anniversary.

WORLD MEMORIAL overhead and corporate staff is kept to an absolute minimum. With exception of a few full-time, key personnel, all of the work is accomplished by volunteers and services pro-bono. The current cost of maintaining an office, legal counsel, administration of volunteers, insurance, website, communication services, and travel expenses are less than 7% of programmed 2004/2005 budget. In 2007 with International network and program goals, this overhead would increase but certainly well below the 12% national standard.

Because of our volunteers and Federal Charity status, the WORLD MEMORIAL team can produce a world-class ceremony far cheaper than a commercial venture. In fact, the per-performance budget clearly demonstrates that without goods in kind donations, the concerts would cost over three times the projected amounts. The contract rate for the military bands and pipers alone would be \$25,000 per performance; however through our organization, these musicians are graciously donating their time at a tremendous savings to the overall WORLD MEMORIAL project.

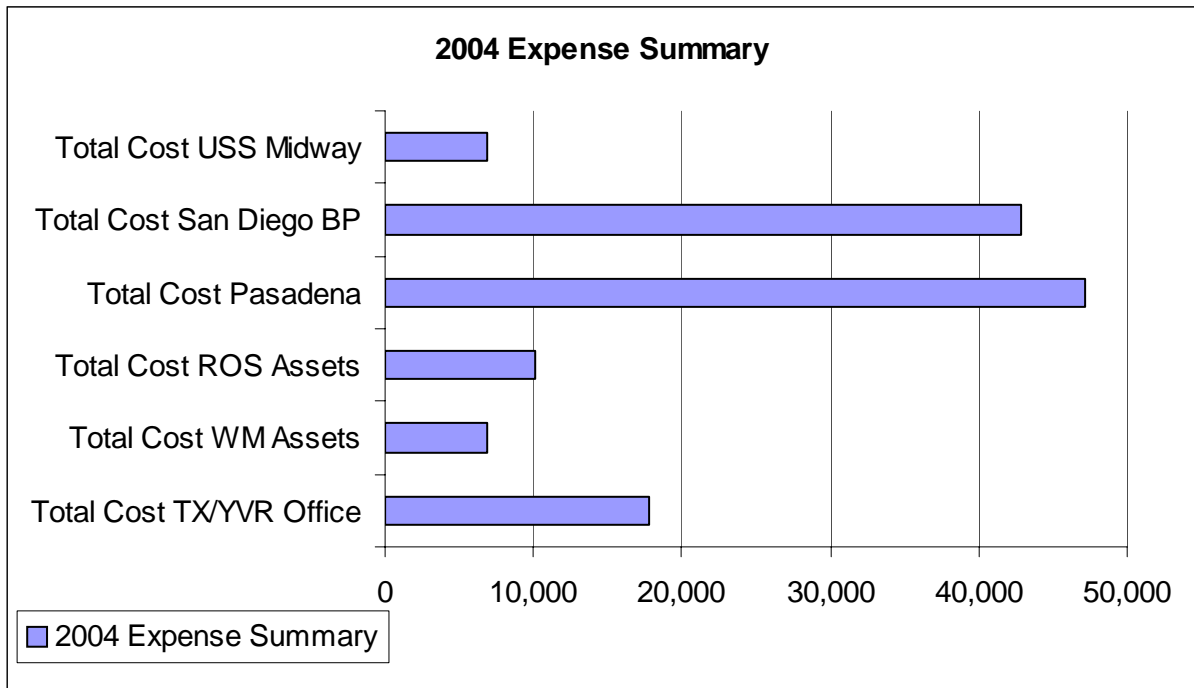
### ***ROS Budget Assumptions for 2004-2006 North America Tour***

- Half of the cost would be covered by goods in kind donations.
- This budget does not include cost for producing merchandise that would be for sale. Revenue from commemorative item sales would cover that respective cost.
- Surplus revenue from ticket sales will be donated to the selected local charities, after reimbursing concert expenses, in our program called TEAM UP! Community and Emergency Services charities, managed by the local Project Manager and approved by the WM Producer, would unite to be a part of the ROS Tribute experience. TEAM UP organizations would publicize, sell concert (\$20 EMS/\$30 Public) tickets, collect donations, help set up the event, man the tables, and assist the Project Manager. TEAM UP organizations would keep 50% NET concert sales (total revenue minus predetermined ROS production expense), 50% cash donations, AND 50% of all NET sales of WORLD MEMORIAL merchandise received during the event. Note: There will be no transactions during the concert performance. As an incentive to pack the house, the proceeds would be dispersed to TEAM UP organizations by percentage of respective ticket sales.
- Truck raffle, prerogative of Project Manager





## 6.1 WORLD MEMORIAL 2004 BUDGET (FIGURES IN USD, ITEMIZED ANNUAL REPORT AVAILABLE ON REQUEST)



### Firefighters, Police and Military unity

*Not long ago terrorism reared its ugly head on the people of the United States, but even as a resilient nation we owe it to every man, woman and child in this free country to memorialize this historic event, promote healing and pay a lasting tribute to all those, representative of many nations, who made the ultimate sacrifice.*

**WM-PM Brett Hill, President- South Pasadena Firefighters IAFF 3657, September 11, 2002**



**WORLD MEMORIAL Release of Souls**  
**Concert & Art Exhibit Sponsorship Proposal**

<b>SUMMARY PASADENA</b>		<b>SUMMARY SAN DIEGO Balboa Park</b>		<b>SUMMARY USS MIDWAY Exhibit Only</b>	
Total Cost Pasadena	\$47,167.79	Total Cost Balboa Park	\$42,917.95	Total Cost USS Midway	\$6,939.18
Less		Less		Less M Mendler Loan	\$ 331.27
Total B Messinger Loan	\$ 2,890.98	Total B Messinger Loan	\$ 3,329.47	Less K Tonnesen Loan	\$ 116.92
Total K Tonnesen Loan	\$ 5,778.00	Total K Tonnesen Loan	\$ 4,775.78	Less Donations	\$6,490.99
Donations thru LA include Ted Shaw Loan \$5,000	\$18,294.96	Donations thru San Diego	\$31,726.21	<b>Sub Total</b>	<b>\$ -</b>
<b>Sub Total</b>	<b>\$20,203.85</b>	<b>Sub Total</b>	<b>\$ 3,086.49</b>	Total Owed to M Mendler	\$ 331.27
Total B Hill Loan	\$20,203.85	Total M Mendler Loan	\$ 3,086.49	Total Owed to K Tonnesen	\$ 116.92
Less WM Check	\$ 795.00	Less WM Check		<b>Total owed MDY Exhibit</b>	<b>\$ 448.19</b>
<b>TOTAL Owed to B Hill</b>	<b>\$19,408.85</b>	<b>TOTAL Owed to M Mendler</b>	<b>\$ 3,086.49</b>	<b>SUMMARY OUTSTANDING LOANS 2004</b>	
Plus		Plus		<b>Pasadena - Balboa Park - USS Midway</b>	
Total owed to B Messinger	\$ 2,890.98	Total owed to B Messinger	\$ 3,329.47	<b>WM Assets-ROS Assets-TX/YVR Office</b>	
Total owed to K Tonnesen	\$ 5,778.00	Total owed to K Tonnesen	\$ 4,775.78	B Messinger	\$13,920.78
<b>Total owed for Pasadena</b>	<b>\$28,077.83</b>	<b>Total owed for San Diego</b>	<b>\$11,191.74</b>	K Tonnesen	\$22,146.65
<b>SUMMARY WM PRODUCTION Assets 2004 &amp; ROS SCULPTURE Assets 2004 USD</b>		<b>SUMMARY Texas/Vancouver Office January - December 2004</b>		M Mendler	\$ 5,600.36
WORLD MEMORIAL Assets	\$ 6,872.58	Paid from Donor Income	\$ 2,150.18	B Hill	\$14,408.85
Less M Mendler LOAN	\$ 2,182.60	Texas Office B Messinger	\$ 5,535.44	T Shaw	\$ 5,000.00
Less Loan D Rouleau	\$ 112.90	YVR Office K Tonnesen	\$10,107.82	D Rouleau	\$ 5,652.80
Less Loan B Messinger	\$ 2,164.89	<b>Total Cost TX/YVR office</b>	<b>\$17,793.44</b>	Unpaid Lexan Floor	\$ 3,121.73
<b>TOTAL PAID WM Assets</b>	<b>\$ 2,412.19</b>	<b>SUMMARY WM &amp; ROS INCOME 2004</b>		<b>Total Outstanding Loans</b>	<b>\$69,851.17</b>
ROS SCULPTURE Assets	\$10,162.42	Total		<b>SUMMARY WM &amp; ROS Total COST 2004</b>	
Less D Rouleau LOAN	\$ 5,539.90	Donor/Grants/Sponsor	\$56,207.19	Total Cost TX/YVR Office	\$17,793.44
Less Unpaid Lexan Floor	\$ 3,121.73	Total T-Shirt/Shirt/Caps/PINS	\$ 175.00	Total Cost WM Assets	\$ 6,872.58
Less K Tonnesen LOAN	\$ 1,368.13	Total ROS Music CD's	\$ 296.00	Total Cost ROS Assets	\$10,162.42
<b>TOTAL PAID ROS Assets</b>	<b>\$ 132.66</b>	Total 9/11 Memorial Coins	\$ 370.00	Total Cost Pasadena	\$47,167.79
<b>NOTE: WM 2003 indicated on IRS FM 990</b>		Total 9/11 Patch	\$ 40.00	Total Cost San Diego BP	\$42,917.95
		Total Miscellaneous	\$ 3,680.09	Total Cost USS Midway	\$ 6,939.18
		<b>TOTAL INCOME 2004</b>	<b>\$60,768.28</b>	<b>TOTAL COST 2004</b>	<b>\$131,853.36</b>



## 6.2 FEDERAL 501(c)3 CHARITY DETERMINATION

<b>Internal Revenue Service</b>	<b>Department of the Treasury</b>
<b>Date:</b> July 7, 2004	<b>P. O. Box 2508</b>
	<b>Cincinnati, OH 45201</b>
<b>Mitch Mendler</b> Project Manager San Diego Release of Souls 911 Memorial Tribute Concert and Ceremony 3616 Hartzell Dr. Spring Valley, CA 91977	<b>Person to Contact:</b> Jamie Bowling 31-08346 Customer Service Representative <b>Toll Free Telephone Number:</b> 8:00 a.m. to 6:30 p.m. EST 877-829-5500 <b>Fax Number:</b> 513-263-3756

Dear Sir or Madam:

This is in response to your request of July 7, 2004, regarding affirmation of the tax-exempt status of World Memorial.

Our records indicate that a determination letter issued in September 2003 granted this organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified this organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

Donors may deduct contributions to this organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to the organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,

*Marilyn Baker*

Marilyn Baker, Manager, TE/GE  
Customer Account Services

<b>INTERNAL REVENUE SERVICE</b> <b>P. O. BOX 2508</b> <b>CINCINNATI, OH 45201</b>	<b>DEPARTMENT OF THE TREASURY</b>
<b>Date:</b> SEP 12 2003	<b>Employer Identification Number:</b> 48-1292008
<b>WORLD MEMORIAL INC</b> C/O BRUS D MESSINGER 2974 PENINSULA DR GRAPEVINE, TX 76051-2525	<b>DLN:</b> 17053105029043
	<b>Contact Person:</b> MARK BRECKNER
	<b>Contact Telephone Number:</b> (877) 829-5500
	<b>Accounting Period Ending:</b> December 31
	<b>Foundation Status Classification:</b> 509(a)(2)
	<b>Advance Ruling Period Begins:</b> September 16, 2002
	<b>Advance Ruling Period Ends:</b> December 31, 2006
	<b>Addendum Applies:</b> No
<b>Dear Applicant:</b>	<b>ID# 95217</b>
Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).	



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## CONTACTS

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Brus Messinger, President  
**WORLD MEMORIAL Inc.**  
2974 Peninsula Drive  
Grapevine, Texas USA 76051-2525  
Email: [worldmemorial@aol.com](mailto:worldmemorial@aol.com)  
[www.world-memorial.org](http://www.world-memorial.org)

### Release of Souls Concert

Kathleen Tonnesen, Producer, ROS Concert Tour  
Cell: 214-850-3377  
Email: [katon@shaw.ca](mailto:katon@shaw.ca)  
[www.releaseofsouls.org](http://www.releaseofsouls.org)

### Tour Exhibit Logistics

Vice President, Mitch Mendler, Fire Fighter/Paramedic  
**Pager:** 619-331-5000 **Cell:** 619-944-7011  
Email: [ros@publicsafety.net](mailto:ros@publicsafety.net)  
<http://www.publicsafety.net/ROS.htm>

### FDNY Coordinator

Jack Toale, President, FDNY Retirees of California Div.19  
Phone: 858-451-2902  
Email: [jtoale8@aol.com](mailto:jtoale8@aol.com)

### Banking information Direct Deposits:

WORLD MEMORIAL Account #238723809665  
JP Morgan CHASE Bank  
Southlake, Texas 76092-6425  
Ms. Tanya Williams, Bank Officer  
Phone: 817-251-7204  
Fax: 817-251-7215

### Gift Shop and Online Donations:

[www.world-memorial.org](http://www.world-memorial.org)

### Accountant

Susannah Walsh, CPA, MPA  
2201 Long Prairie R, Suite 107-105  
Flower Mound, TX 75022  
Federal 501c3 Nonprofit Foundation,  
All donations are tax-deductible, EIN #48-1292008







## SUPPORTERS



- Honourable Susan A. Davis, US Congress (Letter of endorsement)
- Honourable Adam B. Schiff, US Congress (Letter of endorsement)
- Erroll G. Southers, Director, Office of Homeland Security, CA (Letter of endorsement)
- Rear Admiral Mac McLaughlin, USS MIDWAY, President/CEO (Letter of endorsement)
- Alan J. Murphy, Chief Clerk, New York State Supreme Court
- David Costanzo, Facilities Liaison, New York State Supreme Court
- Fire Chief William R. Bamattre, City of Los Angeles (Letter of endorsement)
- Fire Chief Jeff. Bowman, San Diego FD (Letter of endorsement)
- Police Chief Williams M. Lansdowne, San Diego PD (Letter of endorsement)
- Fairlawn Police Lt. Robert Kneer, New Jersey State Honor Guard Commander
- FDNY, Retirees of California 19<sup>th</sup> Division
- A.J. Heightman, Editor and Chief, JEMS Magazine
- Jack Delaney, Director, EMS, New York Presbyterian Hospital
- Dr. Gary M. Vilke, M.D., Medical Director, SD County EMS (Letter of endorsement)
- Dr. Irving "Jake" Jacoby, M.D., Commander, DMAT-SD CA-#4 (Letter of endorsement)
- San Diego City Fire Fighter I.A.F.F. Local 145
- South Pasadena Fire Fighters IAFF, Local #3657 (Letter of endorsement)
- FDNY Joshua Gallo, Captain of FDNY Cross-country Bicycle Team
- Captain Scott Shield, Founder, BEAR Rescue Foundation
- Bradley Burlingame, Directory of West Hollywood Visitors Bureau
- NYPD Club #1013, Retired Officers of NYPD
- American Airlines Captain Bill Shirley, 911 Flight Crew Memorial, Board of Directors, US
- Monica Carrera, International Fire Fighter Academy, Director, ECUADOR
- Dean Thompson, President, 911 Flight Crew Memorial, US
- Police Officer Holdbrook, London, ENGLAND
- Dan Topic, Design Consultant, Prague, CZECH REPUBLIC
- K. Hamada, Chief Engineer (Ret), Nippon Oil Refinery, JAPAN
- Peter Ladner, City Councillor, Vancouver Canada (letter of endorsement)
- Fire Chief Ray Holdgate, Vancouver Canada (letter of endorsement)
- Captain Badger, Port Authorities, Vancouver, Canada (letter of endorsement)
- Brigade Public Affairs Officer, 39 Brigade Group, Captain D. S. Thomas, Canada
- Captain Dave McAllister, 39 Brigade Group, Seaforth Armory, Canada
- Captain Richard Van Slyke, 15<sup>th</sup> Field Artillery Regimental Band, Canada
- Inspector Fraser MacCrae, RCMP Surrey, Canada
- Maureen Basnicki, WTC Widow, Air Canada Flight Attendant, Canada
- Tanja Tomasevic, WTC Widow, Canada
- Fire Chief Peter Grootendorst, Maple Ridge, Canada
- Tom Walker, Phoenix Structural Designs and Band Stand Ventures, Canada
- Major (Ret) Wes Bowers, [www.MilitaryLives.com](http://www.MilitaryLives.com), Canada
- Rich Soergel, Director of Design/Innovation at Pacific Sportswear and Emblem company
- CEO, Gary Lovell, Xenex Laboratories, Canada



**OFFICE OF HOMELAND SECURITY**

November 14, 2005

George L. Johansen  
Deputy Superintendent  
The Port Authority of NY & NJ  
225 Park Avenue South  
New York, NY 10003

Dear Mr. Johansen:

My name is Erroll Southers and I am the Deputy Director of the Governor's Office of Homeland Security for the State of California. I write to you in support of the efforts of Ms. Kathleen Tonnesen and the World Memorial Tour commemorating the brave police officers, firefighters and emergency services personnel who lost their lives during the September 11 terrorist attack.

I was fortunate to be approached by Ms. Tonnesen during the early days of my tenure, and asked if I would serve as the Master of Ceremonies for their first Release of Souls World Memorial North America Tour in 2004. The event was held in Pasadena and was a resounding success. The program consisted of songs and testimonies by many who were personally affected by the terrorist attack, highlighted by Ms. Tonnesen's breathtaking sculpture of the World Trade Center façade on display at the venue.

The tour moved to San Diego for the anniversary event, held on September 11, in Balboa Park. The participation and support by the police, sheriffs and fire departments was an incredible spectacle of unity and brotherhood, kicked off by a helicopter flyover in the "Missing Man" formation. Several retired NYPD and NYFD personnel also participated in the event.

Obviously, a great deal of effort and energy has been put forth to ensure the continuing success of this tribute. I have been honored to be able to participate as a representative of the Governor's Office, a former law enforcement officer and someone who lost two comrades in that cowardly attack.

I humbly offer this letter of support in continuation of Ms. Tonnesen's efforts and the Release of Souls Memorial Tour.

Thank you for your time and consideration.

Respectfully,

Erroll G. Southers  
Deputy Director

GOVERNOR ARNOLD SCHWARZENEGGER • DIRECTOR MATT BETTENHAUSEN  
OFFICE OF THE GOVERNOR, SACRAMENTO, CALIFORNIA 95814  
(916) 324-8908 • FAX (916) 323-9633



## United States House of Representatives



# PROCLAMATION

By  
Congresswoman Susan A. Davis

### Release of Souls World Memorial

WHEREAS the people of San Diego are tremendously grateful to the firefighters, police officers, emergency medical technicians and paramedics who gave their lives in the line of duty to save their fellow citizens during the tragedy of September 11, 2001; and

WHEREAS the State of California, in consortium with local public safety officials and retired FDNY firefighters, is hosting the international music group Release of Souls along with the World Memorial in honor of the fallen heroes; and

WHEREAS the Release of Souls World Memorial launched the international concert and ceremony tour in the City of Pasadena on September 3, 2004 and in the City of San Diego on September 11, 2004 beginning a two year journey across the United States toward its ultimate destination of New York's Ground Zero on the five year anniversary of 9-11; and

WHEREAS the World Memorial is a tribute to those civilian, military, and public safety personnel who died in the terrorist attacks of September 11, 2001, and hopes to provide healing for people around the world; and

WHEREAS, the State of California, the local public safety officials, and retired FDNY firefighters dedicate the Release of Souls World Memorial to all the firefighters, police officers, emergency medical technicians and paramedics who gave their lives during the tragedy of September 11, 2001; therefore be it resolved

RESOLVED BY CONGRESSWOMAN SUSAN A. DAVIS that on this day, September 11, 2004, the World Memorial and Release of Souls Ceremony and Concert are recognized for their dedication and drive to honor the heroes of September 11, 2001.

Dated this 11<sup>th</sup> day of September, 2003

SUSAN A. DAVIS  
Member of Congress





# FDNY RETIREES OF CALIFORNIA

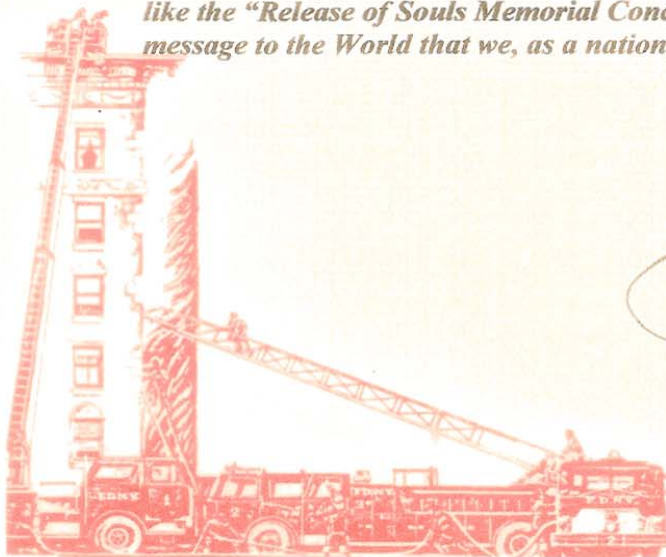
May 22, 2004

*To: Kathleen Tonnesen, President & Executive Director  
ROS Concert Tour  
From: Jack Toale, President FDNY Retirees of California  
Subject: Release of Souls Memorial Concert, Sept 11, 2004*

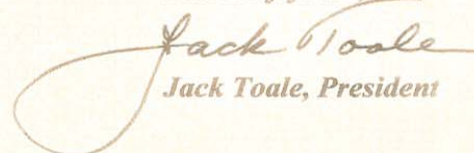
*On behalf of the FDNY Retirees of California, Division 19, I would first like to express our humble appreciation for your invitation to attend this memorable event, and secondly to say we are extremely proud to be given the opportunity to support this event in every way that is within our power.*

*The Brothers of the NYC Fire Department suffered a tremendous loss on Sept. 11, 2001, as did the NYPD, the NY Port Authority Police, and many innocent workers at the World Trade Center. But no single entity felt the loss as personally as the FDNY, who lost 343 Brother Firefighters on that tragic day.*

*Two and a half years have passed, and the Brothers of the FDNY have somehow found the fortitude and courage to move on with their lives, and the task of protecting the citizens of New York City. But, it is events like the "Release of Souls Memorial Concert" that sends a very clear message to the World that we, as a nation, **"WILL NEVER FORGET"**.*



*Sincerely yours,*

  
Jack Toale, President





## LAST WORD



### A Healing Gift

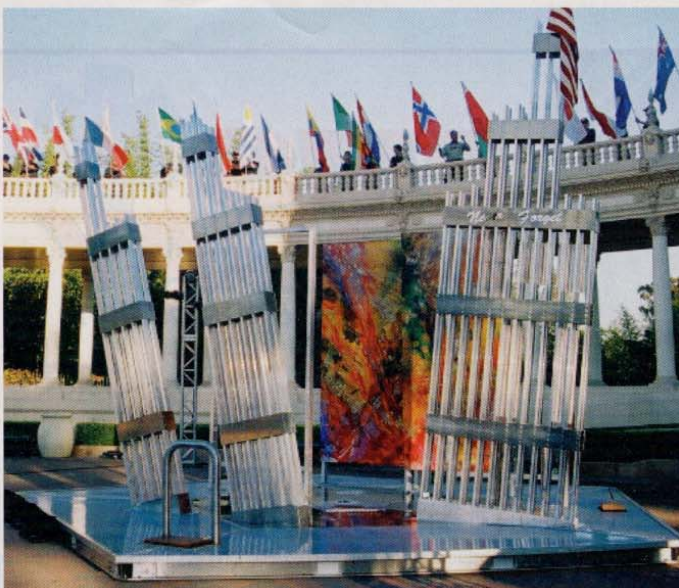
Release of Souls, an interactive tribute to those who lost their lives Sept. 11, 2001, is touring the country, and if you have the opportunity to see it—run, don't walk. Even better, if you can arrange a visit to your community, good for you.

What started out as two paintings by artist Kathleen Tonnese has grown into an event that includes an 18-foot sculpture, speakers and a concert. The sculpture is inscribed with the names of the EMS providers, firefighters, police officers, airline flight crews, Pentagon military personnel and K-9 animals who died during the terrorist attacks.

Canadian artist Tonnese was profoundly affected by the events of Sept. 11. Still struggling with her sister's death a year earlier, she was struck by the grieving of the families and friends of the victims. "I understood how people could die from grief," she says. "I wanted to create something that would be useful." She needed to create something to help herself, too.

Tonnese painted two murals depicting the release of 3,000 souls after airplanes crashed into the World Trade Center. With the help of volunteer metal fabricators, she then recreated the beams and structures that remained after the collapse of the towers. The five-sided base symbolizes the lives lost at the Pentagon. Metal plates on the backs of the murals list the names of emergency response personnel who died on Sept. 11.

Initially left off the memorial, the EMS provider names were added when the mobile tribute visited San Diego on Sept. 11, 2004. San Diego firefighter and paramedic Mitch Mendler was the point man for the Release of Souls event held in San Diego. While working with the team arranging the Southern California visit, Mendler pointed out to Tonnese that the EMS providers weren't included. "I felt it was my responsibility to see EMS [provider names] added to the memorial." From the very beginning of media coverage, EMS hasn't often been mentioned. Mendler found that



Designed as part of an interactive tribute, the centerpiece of the Release of Souls event is this inspirational sculpture surrounding Tonnese's original murals. The names of EMS providers who perished at the WTC were added to the sculpture by San Diego Fire-Rescue.



omission "disrespectful of the dead, their families and those still doing the job."

Tonnese quickly agreed to add the names of the paramedics and EMTs who gave their lives in the rescue efforts. The Release of Souls event in San Diego began with a reading of the names of uniformed victims of Sept. 11. San Diego County EMS Medical Director Gary Vilke, MD, attached the engraved metal plate with the EMS names to the sculpture in a ceremony during the tribute held at the Organ Pavilion in San Diego's Balboa Park.

A release of doves symbolized the souls released. A color guard carried 82 world



flags, representing the countries that lost citizens in the attack. Hundreds of boots lining the venue and surrounding the sculpture served as a physical reminder of the numbers of emergency personnel who died that day.

JEMS editor A.J. Heightman, who spoke at the San Diego event, sat next to a woman who openly wept during the concert. "It allowed people a kind of closure," he says. "People could feel like they were part of what happened in New York."

As the sculpture makes a two-year tour of the United States, volunteers help assemble it at each sponsoring location. By the time the sculpture makes its projected final journey to New York in 2006, it will have been touched by thousands of hands, including many firefighters and EMS personnel.

More information about Release of Souls, including its tour schedule and how to get your area involved as a sponsor, is available at [www.releaseofsouls.com](http://www.releaseofsouls.com). The final U.S. event, in New York City, is planned for Sept. 11, 2006—the fifth anniversary of the terrorist attacks. JEMS

—Ann-Marie Lindstrom



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May 17, 2004

**To Whom It May Concern:**

The World Memorial Release of Souls Concert is a remarkable non-profit event in support of all emergency services personnel, and in particular those who perished during the tragic events of September 11, 2001.

I was privileged to attend and participate in a performance of the concert on November 07, 2003 at the Seaforth Highlanders of Canada Armoury and was highly impressed with the significant impact the concert had on all in attendance. Kathleen Tonnesen's interactive sculpture, which is the centrepiece of the event, is truly a touching and memorable work of art. It is the intent of the Release of Souls Concert to present this piece as a gift from the people of Canada to the people of the United States of America. En route to New York, a concert tour will provide an opportunity for Canadians and Americans alike to enjoy the Release of Souls experience and support local charities integral to emergency services personnel.

I am honoured to support and endorse the efforts of the World Memorial Release of Souls Team and I wholeheartedly encourage others to sponsor and endorse this important project. On behalf of the Vancouver Port Authority, I would like to express our appreciation for the efforts of the team and wish it a successful journey to New York City.

Sincerely,

Chris Badger  
Vice President, Customer Development and Operations

Canada 





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## CONCLUSION

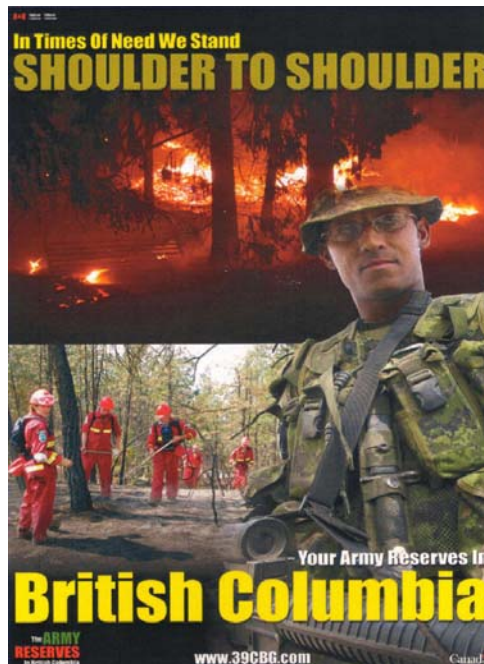
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September 11, 2001 was a catalyst for recognizing the duty and sacrifice of our remarkable men and women who serve in emergency response units around the world - bravely and unselfishly put their own lives in harms way to protect us all. The Release of Souls Tribute Concert and Art Exhibition allows us to thank them for their unfailing dedication and courage. – ROS Creator

The WORLD MEMORIAL Release of Souls Concert and Art Exhibition began in British Columbia with the help of local Police, Fire Fighters, Artists, Musicians and the Canadian Military Reserves.



15th Field Artillery Regiment, ROYAL CANADIAN ARMY Band  
Captain Richard J. Van Slyke, Director of Music / OC  
[www.militaryband.ca](http://www.militaryband.ca)



### Release Of Souls Veterans Day Memorial Concert Vancouver, November 7-14, 2003

Release of Souls Memorial Concert and 9/11 Art Exhibit  
North America Tour  
[www.releaseofsouls.org](http://www.releaseofsouls.org)  
**WORLD MEMORIAL**