



A CASE FOR SUPPORT

THE COURAGE TO GO

MOGADISHU IMMERSIVE THEATER EXPERIENCE

Bringing the Battle of Mogadishu and Black Hawk Down story
to life in the Birthplace of the Medal of Honor.



On October 3, 1993, Americans watched as images from Mogadishu, Somalia, unfolded across television screens around the world. **Three** U.S. Army Black Hawk helicopters had been shot down. American soldiers found themselves surrounded in one of the most intense urban battles in modern military history. For millions of Americans, the Battle of Mogadishu became known simply as "Black Hawk Down." For the Coolidge National Medal of Honor Heritage Center, it represents something far greater.

It is the story of VALOR and how the actions of two extraordinary Americans embody the ideals represented by our nation's highest award for valor – the Medal of Honor.

THEY KNEW THE RISK. THEY CHOOSE TO GO.

On October 3, 1993, during the Battle of Mogadishu, a U.S. Army Black Hawk helicopter was shot down. Shortly thereafter, a second Black Hawk—call sign Super 64— was shot down. Its pilot, Michael Durant, was trapped at the second crash site as a growing enemy force closed in.

From a helicopter overhead, Master Sergeant Gary Gordon and Sergeant First Class Randall "Randy" Shughart repeatedly requested permission to be inserted. They understood that a rescue force could not reach them in time. They knew the overwhelming danger they faced with this insertion to protect Durant. They understood there would likely be no rescue, no reinforcements and no way home. Still, Gordon and Shughart chose to go. After fighting their way to the wreckage, they quickly moved Durant to cover and defended him until both men were overrun and killed.

On May 23, 1994, Gordon and Shughart became the first Medal of Honor Recipients recognized for combat actions since the Vietnam War. Today, their story continues to inspire military leaders, students, veterans and citizens across America.

We invite you to help make the telling of this story possible at the Coolidge National Medal of Honor Heritage Center.

HONOR THEIR COURAGE. PRESERVE THEIR SACRIFICE. TELL THEIR STORY.

The Coolidge National Medal of Honor Heritage Center is honored to bring the full story of the Battle of Mogadishu to life through a powerful, immersive exhibit that honors not only the heroic story of Medal of Honor Recipients Gary Gordon and Randy Shughart but also the courageous Americans who fought, sacrificed and stood together when it mattered most.

The Battle of Mogadishu brought together highly trained soldiers and aviators from Task Force Ranger, including the 75th Ranger Regiment and Delta Force, supported by the 160th Special Operations Aviation Regiment, Air Force special tactics personnel and Navy SEALs.

Their mission on October 3 was expected to be a relatively short operation to capture key members of Somali warlord Mohamed Farrah Aidid's organization. Instead, it became an intense overnight battle after **three** Black Hawk helicopters were shot down, forcing American troops to fight through heavily armed Somali militia while attempting to reach and protect the crash sites.

As the fighting continued, soldiers from the Army's 10th Mountain Division joined supporting allied forces in an armored rescue convoy that fought its way through Mogadishu to reach the surrounded Americans. Throughout the battle, U.S. soldiers repeatedly risked their lives to protect wounded comrades, recover the fallen and ensure that no one was left behind.

By the end of the battle, 18 Americans had been killed and dozens wounded. The actions of the Rangers, Delta Force operators, Night Stalkers, Special Tactics personnel and 10th Mountain Division soldiers remain a powerful example of Courage, Sacrifice and Commitment—men from different units fighting together and repeatedly placing themselves in danger to protect their fellow Americans.

The Coolidge National Medal of Honor Heritage Center is honored to have this extraordinary opportunity to tell this story and ensure future generations experience—not simply read about—the Courage, Sacrifice, Commitment and Patriotism demonstrated that day.





A STORY VISITORS WILL NOT SIMPLY SEE. THEY WILL FEEL IT.

The Heritage Center is developing a groundbreaking, approximately 1,000-square-foot immersive theater experience that will transport visitors inside the Battle of Mogadishu during the afternoon of October 3, 1993. Using immersive media, dramatic storytelling, environmental sound, dramatic lighting, recreated architectural elements and projection technology, the exhibit will transform history into a deeply human experience—grounded in facts, respectful in tone and designed for students, families, veterans and visitors of every generation.

The exhibit will lead visitors through the full story of the Battle of Mogadishu before stepping into a fully immersive environment that recreates the sights, sounds and emotions surrounding one of America's defining modern battles. By placing visitors inside the moment when Gordon and Shughart requested insertion into the crash site—knowing they might never return—guests are allowed to witness first-hand the Courage, Sacrifice and Commitment that earned both soldiers the Medal of Honor.

This experience is intentionally designed to answer one question: What compels an individual to knowingly sacrifice everything for another person?

The Battle of Mogadishu had multiple actions of extreme bravery and gallantry that defined what VALOR looks like in combat. Bearing witness to the herioc actions of Gordon and Shughart, visitors will leave the exhibit with the understanding that the two Medals of Honor, 58 Silver Stars and two Distinguished Flying Crosses awarded on that day are not about victory in battle—it is about the extraordinary choices ordinary people make when others need them most.

A LESSON IN CHARACTER. AN INVESTMENT TO INSPIRE THE NEXT GENERATION.

Every year, thousands of students visit the Heritage Center in downtown Chattanooga. Many arrive knowing little about the Medal of Honor, but they leave with the incredible understanding that Courage, Sacrifice and Commitment are a decision—one that can make a difference in their own lives and their daily actions.

The Battle of Mogadishu Immersive Theater Experience will become one of the Heritage Center's signature educational exhibits, helping students understand that the six values represented by the Medal of Honor are timeless and relevant today. This exhibit is not about glorifying war. It is about illuminating six character traits and challenging visitors to consider what values guide them when they face difficult choices.

PATRIOTISM: Service to our nation and its principles.

CITIZENSHIP: Choices that strengthen and serve others.

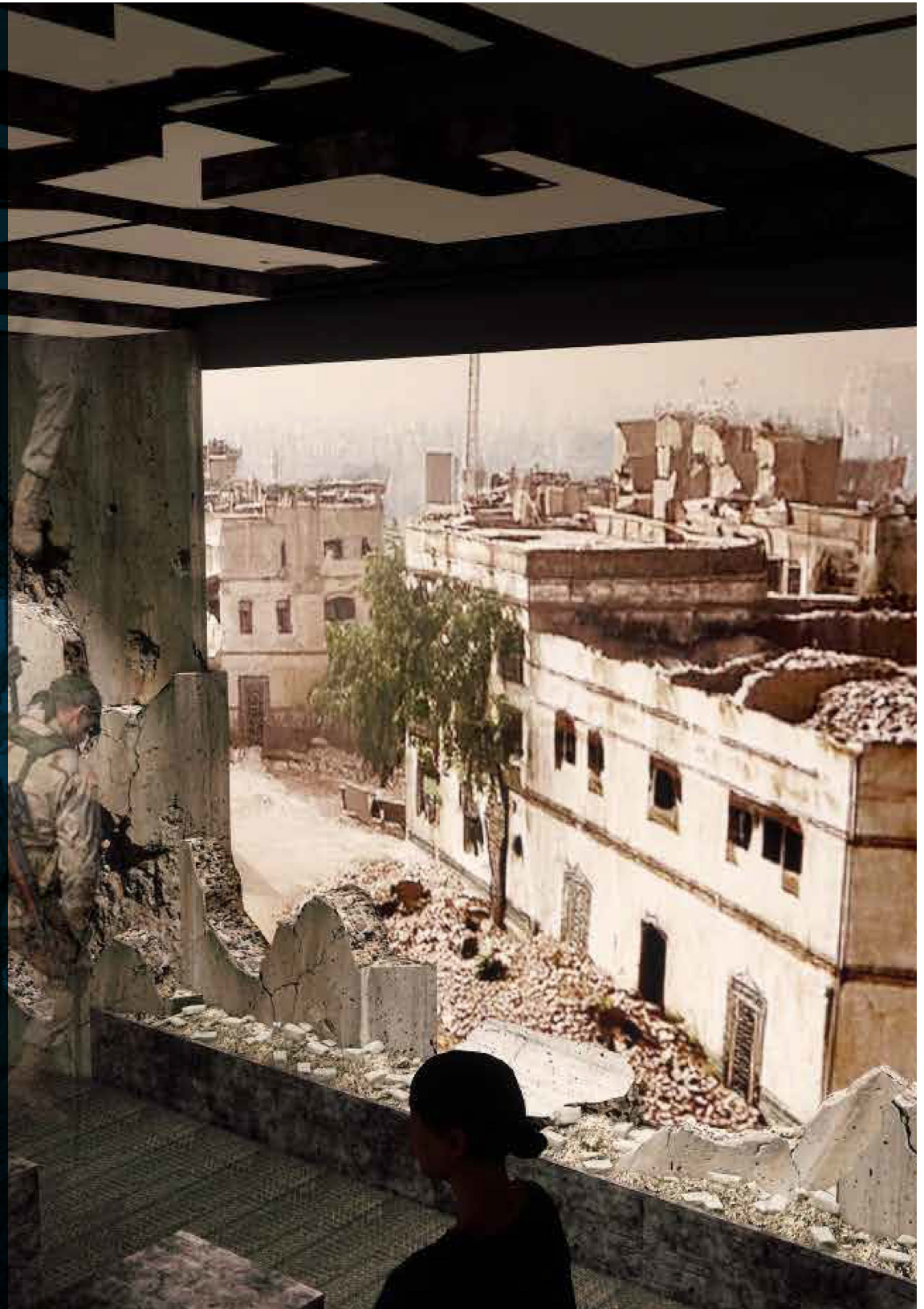
COURAGE: Facing fear and adversity in a critical moment.

INTEGRITY: Doing what is right even when no one is watching.

SACRIFICE: Placing service above self.

COMMITMENT: Remaining dedicated to duty and to one another.

The exhibit will quickly become a key component of the Heritage Center's educational mission, ensuring students, educators, military families and visitors from around the country understand that heroism is measured not by recognition—but by selfless service to others.





A STORY VISITORS WILL NOT SIMPLY SEE. THEY WILL FEEL IT.

The exhibits are the Heritage Center help preserve history. Great exhibits create experiences that inspire people to live differently after they leave.

With your support, the Coolidge National Medal of Honor Heritage Center can create an immersive theater that does more than just explain what happened on October 3-4, 1993, in Mogadishu. This exhibit has the potential to be one of the Heritage Center's most impactful educational experiences, giving hundreds of thousands of future visitors the opportunity to understand one of the Medal of Honor's most compelling stories through an unforgettable, emotionally powerful presentation.

The exhibit will also help visitors understand why the decision made by Gary Gordon and Randy Shughart mattered, and why the values of Courage, Sacrifice and Commitment still matter today.

The approved budget for this exhibit is \$2 million, which will help fund:

- Immersive theater design and construction
- Interactive storytelling and media production
- Exhibit fabrication with new projection and audio technologies
- Educational interpretation and classroom materials
- Long-term exhibit preservation and maintenance

By working together, we can create an innovative exhibit worthy of telling this story. With your support, we can drive home one simple truth—Master Sergeant Gary Gordon and Sergeant First Class Randy Shughart understood the cost. Yet, they chose to act anyway, and that decision defines the Medal of Honor.

Your investment today will help ensure the extraordinary courage and sacrifice of Gordon, Shughart, and all who served during the Battle of Mogadishu are preserved, shared and experienced by generations to come.

LEADERSHIP GIFTS MAKE THE EXPERIENCE POSSIBLE.

A successful \$2 million campaign will be built through transformational leadership gifts and broad philanthropic support.

COME JOIN US AND MAKE A DIFFERENCE.

Your investment will preserve one of America’s most compelling stories of courage while inspiring visitors to live lives marked by Patriotism, Citizenship, Courage, Integrity, Sacrifice and Commitment. Make a leadership gift. Help underwrite a component of the exhibit. Create a lasting tribute. Help make this vision a reality for our community and country.

GIFT	GIFT	TOTAL
Lead Gift: \$400,000	1	\$400,000
Major Gifts: \$200,000	2	\$400,000
Major Gifts: \$100,000	4	\$400,000
Leadership Gifts: \$50,000	8	\$400,000
Signature Gifts: \$25,000	15	\$300,000

Together, we can ensure that courage never becomes simply another chapter in a history book - but remains a living legacy that inspires generations to come.





HOW YOU CAN MAKE YOUR COMMITMENT TODAY.

PLEDGES AND CHECKS

Pledges may be made over a two-, three- or four-year period.

Coolidge National Medal of Honor Heritage Center
P.O. Box 11467
Chattanooga, TN 37401

For longer pledge schedules, contact the Heritage Center for additional details at (423) 877-2525 x104.

The National Medal of Honor Heritage Center is a 501(c) (3) organization, EIN 58-1739072.



DONATING SECURITIES / PLANNED GIVING

Gifts of appreciated securities and planned gifts offer meaningful and tax-advantaged ways to support this important project and create a lasting impact. We encourage donors to consult with their financial, tax, and legal advisors to determine the giving strategy that best fits their individual circumstances. The following options are provided for your consideration.

DONATING SECURITIES

A gift of appreciated stock is a winning proposition for both you and the Heritage Center. You secure considerable tax advantages for yourself, and the Heritage Center receives the full value of the stock. In addition, if you are age 70 ½ or older, you and your spouse may each transfer up to \$100,000 from your traditional or ROTH IRA to a qualified public charity, such as the National Medal of Honor Heritage Center.

PLANNED GIVING

Planned giving may be easier than you think. Here are some ways to make a bequest to the National Medal of Honor Heritage Center:

THROUGH YOUR WILL:

Name the National Medal of Honor Heritage Center as a beneficiary in your will or trust. This is the simplest way to leave a legacy through your estate. You may state a specific dollar amount or percentage of your estate.

The most useful bequest is an unrestricted bequest for the National Medal of Honor Sustainability Campaign, which allows the Fund to use your gift wherever it is most needed for the Heritage Center. Contact your attorney to create or update your will.

THROUGH LIFE INSURANCE:

Name the National Medal of Honor Heritage Center as a beneficiary of your life insurance policy. Benefits received by the Heritage Center are not subject to estate taxes. Please review your life insurance policy or policies and update your beneficiaries.

THROUGH YOUR RETIREMENT PLAN:

Name the National Medal of Honor Heritage Center as the beneficiary or contingent beneficiary of your retirement plan. Benefits received by the Heritage Center are not subject to estate taxes. If you own an Individual Retirement Account (IRA) you may direct all or part of your required minimum distribution to the Heritage Center as a charitable donation. Contact your financial advisor.

DISCUSS A LEADERSHIP GIFT

Vince Butler, *Chief Philanthropy Officer*
vince@MOHHC.org | (423) 877-2525 x104

HELP US TELL THE STORY THEY GAVE EVERYTHING TO WRITE.





COOLIDGE NATIONAL
**MEDAL OF
HONOR**
HERITAGE CENTER



COOLIDGE NATIONAL
**MEDAL OF
HONOR**
HERITAGE CENTER

www.MOHHC.org