

As BRAC Nears the Army's Army Keeps Busy in Preparation
Hosting Orientation Weekend in Fayetteville/Cumberland County, September 24-26

Fayetteville, NC - August 31, 2010 - The Army's Army and the Fayetteville Area Convention & Visitors Bureau (FACVB) are holding a second orientation weekend for Department of Defense civilian and active duty military families relocating from Fort McPherson, Ga. due to Base Realignment and Closure (BRAC). Personnel stationed at the base's U.S. Forces Command (FORSCOM) and the U.S. Army Reserve Command (USARC) will be moved to Fort Bragg by 2011. The event, "Operation Fayetteville Wants You," will give attendees an opportunity to become better acquainted with the community and learn about the area's offerings.

In April, Fayetteville/Cumberland County hosted the first Orientation Weekend, which proved to be a huge success. The feedback was overwhelmingly positive and the families felt the weekend was not only beneficial but enjoyable as well. "During the past 14 years we have moved six times and have never experienced such a warm and wonderful reception as experienced in Fayetteville," said Larry Howenstein, USARC comptroller office. "When one hears the term 'southern hospitality' the image of a warm greeting by friendly people comes to mind. What we experienced during our visit was so far above our expectations that we truly felt welcome and were not only among friends but family."

Back by popular demand, the Army's Army and FACVB will host another Orientation Weekend, which is right around the corner. Weekend activities include informative presentations from key community leaders, tours of area schools and Fort Bragg, as well as activities and entertainment provided by the Airborne & Special Operations Museum (ASOM), Cumberland County Fair and International Folk Festival.

"These relocating families have a choice of where to live and we would like them to call America's Hometown, Fayetteville/Cumberland County, their home," says John Meroski, chairman of the Army's Army and CEO of the FACVB.

Orientation Weekend will officially kick off Friday, September 24 with a VIP reception during the Cumberland County Fair at the Crown Center, where visiting families will be treated to a dinner from Army's Army partner, Outback Steakhouse. The annual fair promotes and preserves the history and legacy of the local agricultural communities and includes local arts and crafts, music, motorsports and rides.

The next day, guests will gather for a session of presentations on the area's health care, education, entertainment and spousal employment at the Holiday Inn Bordeaux. Following the presentations, the Army's Army will provide a shuttle to the 32nd Annual International Folk Festival, where families will enjoy live entertainment on five stages, a Parade of Nations, authentic cuisine, unique arts and crafts, all commemorating the community's cultural diversity. Later in the evening, guests can attend a Mix & Mingle after-hours event, which includes a private tour of the ASOM; Army's Army partners will also be on hand to answer questions and offer relocation assistance.

Prior to their departure on Sunday, families will attend an informational session on real estate. Following the presentation, families can visit one of the area's many churches for a Sunday morning service, or they will have the opportunity to take an optional private real estate tour hosted by Army's Army real estate partners.

For more information on Operation Fayetteville Wants You, please visit www.fayettevillewantsyou.com/orientation or contact Janine West, Executive Director of the Army's Army Operations at jlwest@armysarmy.com.

About the FACVB:

The Fayetteville Area Convention & Visitors Bureau is a private, not-for-profit organization responsible for positioning Fayetteville/Cumberland County as a destination for conventions, sporting events and individual travel. For additional information, visit www.visitfayettevillenc.com or call 1-800-255-8217. Fayetteville/Cumberland County is America's first military sanctuary community. Through the *Army's Army* and other volunteer groups, our citizens and businesses are dedicated to watching over those who watch over us.

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