

# News Release

## For Immediate Release

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Veterans First Ltd. invites you to join them in celebrating and expressing gratitude to women who currently serve and have served in the U.S. Armed Forces. Veterans, families, friends, and the public are encouraged to attend. This milestone event focuses on honoring the service and sacrifices of Arizona's Military and Veteran Women and marks 20 years of Veterans First Ltd.'s impactful work in the Arizona veteran community.

**What:** Ceremony & Concert Honoring Military & Women Veterans  
**Time:** 2 p.m. Lobby Opens – Visit array of veteran focused information tables  
3 p.m. to 6 p.m. Ceremony followed by Concert  
**Date:** Saturday, March 23, 2024  
**Place:** Madison Center for the Arts, 5601 N 16th St, Phoenix, AZ 85016

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Military & Veteran Women are eligible for One Complimentary FREE ticket. To obtain FREE ticket, military and veteran women should register at Google Forms at <https://forms.gle/bqE9wNeWqqmCLgM17> prior to March 9, 2024. Pick up FREE ticket at Box Office on day of concert.

General Admission for Veterans, Family, Friends, Public: \$15 per ticket  
Available at Ticketmaster or Box Office [www.ticketmaster.com/event/19005F75AF3914BB](http://www.ticketmaster.com/event/19005F75AF3914BB)

**Ceremony:** The Saturday program starts with a tribute recognizing women who served from World War II thru the Global War on Terror, plus Rosie Riveters. Guest speakers include leaders from the Arizona Dept of Veterans Services and the Women Veteran Program at the Phoenix VA Medical Ctr.

**Concert:** Universal Music Group/Mi5 Recording Artist **Jeff Senour** and the **Called to Serve** band will perform the "Freedom Rock Experience." They have entertained Veterans, First Responders, and their families from the Pentagon to Pearl Harbor. The CTS String Orchestra, Valerie Thompson, world's fastest female Motorcycle Racer and a 10x land speed record holder, and Cody Carter, world champion baton twirler, will make guest appearances.

Since 2003, the mission of Veterans First Ltd., a 501(c)(3) non-profit, is to prevent homelessness and stabilize lives by providing advocacy, programs, services, and referrals for ALL Veterans with special emphasis on senior, disabled, and women Veterans, and their families. More information at <https://veteransfirstltd.org/news/>

Event Sponsors include: Veterans Club of Trilogy at Vistancia, Safeway Foundation, Encanterra Veterans Club-Trilogy of Queen Creek, AZ, Corte Bella Veterans, Valley of the Sun Camelback Kiwanis, Women's Army Corp Veterans' Association-Chp 68 Phoenix, Military Women Across America-Salt River Chp, Sun City Elks. **Opportunities for sponsorships available until Feb 29, 2024.** Contact Darlene Gonzales, US Navy Res (ret.) [dgonzales@veteransfirstltd.org](mailto:dgonzales@veteransfirstltd.org)