

UNITED STATES NAVY REGION MID-ATLANTIC

MORALE, WELFARE & RECREATION

2012 Signature EVENT SERIES



The Navy's Mid-Atlantic Region Sponsorship Department is proud to announce the 2012 Morale, Welfare & Recreation (MWR) Signature Event Series. The Mid-Atlantic Region has a very aggressive schedule of special events that includes concerts, an air show, fleet activities, sporting events and more, and we are proud to provide our Sailors and their families the finest in entertainment and recreational opportunities on the East Coast.

MWR's mission is to provide quality support and recreational services that contribute to the retention, readiness and mental, physical and emotional well being of our Sailors and their families. These programs and services provide active duty, reserve and retired personnel and their family members with sports, physical fitness and recreation activities, child development and youth programs, and a variety of food and beverage services. In addition to providing these services and activities for our military, MWR is responsible for planning new ways to meet the expanding and ever changing needs of our community.

www.discovermwr.com



FOR SPONSORSHIP OPPORTUNITIES, CONTACT DEBBIE HANSLEY AT (757) 462-7905 OR DHANSLEY@MWRMA.COM.

2012 Signature

EVENT SERIES

**NAVY CONCERT
MONTGOMERY GENTRY**
NAVAL STATION NORFOLK {VA}
MAY 18, 2012

**SYMPHONY &
WINE FESTIVAL**
NMC PORTSMOUTH {VA}
JUNE 9, 2012
www.discovermwr.com/vasympphony

BEACH BLAST
DAM NECK ANNEX {VA}
JUNE 24, 2012
www.discovermwr.com/beachblast

SUBFEST
SUBASE NEW LONDON {CT}
JUNE 29 - JULY 1, 2012

**NAVY CONCERT
EDWIN MCCAIN**
NIOC SUGAR GROVE {WV}
JULY 6, 2012

SUMMER FEST
NWS EARLE {NJ}
JULY 19, 2012

SALUTE TO SUMMER
NAVAL STATION NEWPORT {RI}
AUGUST 2012

NAVY CONCERT KANSAS
JEB LITTLE CREEK {VA}
AUGUST 24, 2012

BACK TO SCHOOL BASH
PORTSMOUTH NAVAL SHIPYARD {NH}
AUGUST 2012

OCEANA AIR SHOW
NAS OCEANA {VA}
SEPTEMBER 14 - 16, 2012
www.oceanaairshow.com

WILDERNESS CHALLENGE
NWS YORKTOWN {VA}
OCTOBER 4 - 6, 2012
www.wildernesschallenge.net

GRUNT RUN
NSA NORTHWEST {VA}
OCTOBER 13, 2012

**FLEET FEST &
CAR SHOW**
NAVAL STATION NORFOLK {VA}
OCTOBER 20, 2012
www.discovermwr.com/fleetfest

BEAT THE BALL 5K
NORFOLK NAVAL SHIPYARD {VA}
DECEMBER 31, 2012



Navy Concert Series

When surveyed, Sailors choose concerts as their number one recreational choice. The Mid-Atlantic Region is proud to provide quality, national entertainment absolutely free of charge for Sailors and their families. Average attendance at concerts is roughly 8,000.

VA Symphony & Wine Festival

The event will be held on Saturday, June 9 concurrently with Norfolk's Harborfest. Live entertainment will be provided by The Virginia Symphony, and there will be a myriad of activities for the entire family to enjoy. For the palette, there will be wine tasting, sit down dining and concessions available. For the adventurous, there will be Segway tours of the area, bounce houses for the kids and rock wall climbing. The evening concludes with a front row view of the fireworks display. www.discovermwr.com/vasympphony

Beach Blast

Dam Neck will be the site of the inaugural Beach Blast as MWR sets their sights on providing a day of "extreme" fun for the entire family. Beach activities will include hands on water sports instruction, demonstrations, children's games and activities, live music by national recording artist, Bowling for Soup, and fireworks will be featured at this event. Additionally, an extreme vendor expo and local surf shop representatives will also be on hand during the day's festivities. Expected attendance is in upwards of 5000 patrons. www.discovermwr.com/beachblast

Subfest

Naval Submarine Base New London Connecticut, will host its' 23rd annual Subfest in July 2012. Over 15,000 guests are expected to attend this event which is typically held over the July 4th holiday and features a large carnival, live music, exotic animals, and fireworks extravaganza.

Summer Fest

Summerfest is an annual outdoor festival held at Naval Weapons Station Earle. Traditionally, the event features live entertainment, a dunk tank, a tricky tray auction, inflatables, face painting, balloon twists and Lolliflop the Clown. In addition, a chili cook-off, dessert bake-off and horseshoe competition are also part of the day's activities. Volleyballs, frisbees and other sports equipment, as well as a baseball field, are made available throughout the day for potential pick-up games. This event draws in upwards of 400 people.

Back to School Bash

Portsmouth Naval Shipyard in Kittery, Maine is host to a Back to School Bash held annually in August. Held at the Jamaica Island Picnic Area located on the beautiful Piscataqua River at the mouth of the Atlantic Ocean, this event incorporates music, BBQ, kids entertainment, inflatables, hands on crafts and free 'goodies' to all in attendance.

Air Show

The NAS Oceana Air Show is one of the top ten military shows in North America and three-time winner of the Dick Schram Memorial award. Across America, air shows dominate the event marketing arena by providing high density exposure with a demographically desirable audience. Over 200,000 spectators attend the NAS Oceana air show annually. www.oceanaairshow.com

Wilderness Challenge

The 12th Annual Wilderness Challenge, held annually in October in Fayetteville, West Virginia, features an 8K mountain run, a 13-mile whitewater raft race, a 10-mile bike race, 7-mile duckie (canoe) race, and a 15-mile mountain hike. Teams consist of four active duty members, one of which must be female from all five branches of the U.S. military services.

Grunt Run

NSA Northwest is host to this grueling five mile obstacle course where participants put their strength, skills and stamina to the test as they take to the course. Participants are challenged with a variety of obstacles including an ammo can carry, mud pits, walls, belly crawls, tires, a huge sand hill and more. In addition to the physical obstacles, participants are directed and motivated by 40 Marines as they make their way to the finish line. Other highlights of the day include live music and a kid's area with everything from inflatables to rock walls to face painting.

Fleet Fest & Car Show

Naval Station Norfolk will open its' gates to the public for the 2nd Annual Fleet Fest & Car Show in October 2012. Fleet Fest will feature tours of at least two ships home ported at Naval Station as well as static aircraft displays, demonstrations, live entertainment, children's area, and a car show featuring over seven vehicle classes and \$3500 in cash prizes awarded to participants. Fleet Fest provides the community an opportunity to see how Sailors live and work on a daily basis. Expected attendance is in excess of 10K.

Beat the Ball 5K

Participants will opt for a healthy alternative to the traditional New Year's Eve celebrations by participating in NSAHR Naval Medical Center Portsmouth MWR's Beat the Ball 5K. The run will take place Monday, December 31st and start promptly at 11:35 p.m. The overall concept is to try and finish the run before the midnight drop of the New Year's Eve ball. With a mere 25 minutes to do so, participants who make it back before midnight will be treated to commemorative Beat the Ball 5K champagne flutes filled with sparkling cider. In addition to sparkling cider and Father Time being on hand, MWR will also provide a 16-foot screen showing the ball dropping in New York City. This run a great way to ring in 2013.