

NEW RECRUITING CAMPAIGN

From: Vice Commandant

To: Men and Women of the United States Coast Guard:

I am pleased to introduce our Born Ready recruiting campaign. Born Ready reflects two years of intensive study, research, and creative consultation. Its fresh approach spotlights the individual and targets people driven by action, adventure, and a commitment to a cause bigger than themselves -- people with a calling to serve, determination to make a difference, and the desire to do something meaningful with their lives.

Two Born Ready commercials and Coast Guard advertising were prominently featured during the recent Women's Professional Soccer (WPS) All Star Game and their recent Championship game carried on Fox sports channels. You can watch the commercials here:

Men: http://cgvi.uscg.mil/media/main.php?g2_itemId=647184

Women: http://cgvi.uscg.mil/media/main.php?g2_itemId=647181

In the months ahead, Coast Guard recruiting messages will be featured in pre-movie advertisements in 180+ markets, in radio and TV spots in markets critical to our recruiting missions, and on billboards, placards and print media.

Our people are our most important asset; Born Ready captures the excellence of our current workforce as it reaches out to the next generation of Guardians. Since we are all recruiters, I hope you will join me in embracing this campaign. We can attract people who want to create a deeper sense of urgency and importance in everything we do and we can challenge them to demand even more of themselves. Together we'll ensure the Coast Guard remains America's Maritime Guardian.

For more information, visit www.gocoastguard.com.

VADM David Pecoske, Vice Commandant