

Help Support the Flags on the “Avenue of Freedom”

The absence of the 92 American Flags along Branson's Avenue of Freedom is a reminder to all of us that freedom isn't free and neither are memorials.

The “Avenue of Freedom” was designed by the Branson Board of Alderman and members of the Branson Veterans Task Force in honor of our veterans from past wars and our heroes who gave their lives in the multiple terrorist attacks that took place on September 11, 2001. The “Avenue of Freedom” is along Gretna Road from highway 248 west approximately two miles to the bridge at Roark Valley Road.

The “Avenue of Freedom” is maintained by the Branson Veterans Task Force only by donations from individuals and businesses.

Originally, a \$50 donation could be made to prepare an American flag as a memorial to a first responder or veteran whose name and information was printed on a flag. The flag was flown along the Avenue of Freedom for about two months, after which it was shipped to the donor/recipient with a certificate. But over time, fewer people knew about the Avenue and the process to re-flag it. A few members from community organizations and veteran service clubs continued to keep the flags flying from their personal accounts, but it has not been enough. Most recently the Branson Veterans Task Force maintained the flags that are displayed on light poles in the highway's center. But, throughout the past few years it has become too costly to the organization.

Today you can honor an active military member, veteran, Police Officer, Firefighter or First Responder by flying a flag on the avenue. The flag (made in the USA of 3' X 5' nylon that will withstand inclement weather) will fly on the Avenue of Freedom for 90 days. Upon retirement the flag will be shipped with a certificate and the recipient's name will be placed on the Branson Veterans Task Force website Avenue of Freedom Wall of Honor page (bransonveterans.com).

If you would like to donate to the “Avenue of Freedom” donation points for the avenue are located at The Flag Store on Commercial St., at the Veterans Memorial Museum on Hwy 76 and the Golden Corral on Shepherd of the Hills Expressway.

If you would like to have an Honor Flag flown, become a corporate sponsor or mail a donation contact the Branson Veterans Task Force at 417-337-8387 or Tom Goldsworthy 417-598-0323 for more information.