



### **About the Gold Star Pins**



Officially known as the Gold Star Lapel Button, this symbol is designated for eligible survivors of service members who have lost their lives during any armed hostilities in which the United States was engaged, dating back to World War I. This now includes service members who lose their lives while deployed in support of military operations against the enemy or during an international terrorist attack. This symbol consists of a gold star on a purple background, bordered in gold and surrounded by gold laurel leaves.



Officially known as the Next of Kin of Deceased Personnel Lapel Button, this symbol is designated for eligible survivors of service members who lose their lives while serving honorably under circumstances not defined above. This includes service members who lose their lives while assigned to a Reserve or National Guard unit in a drill status. It is authorized for issue retroactive to March 29, 1973. This symbol consists of a gold star within a circle that commemorates his or her honorable service. The gold star is also surrounded by sprigs of oak that represent the branches of the Armed Forces.

### **About the Gold Star Pins Awareness Campaign**

In 2013, The U.S. Army Installation Management Command (IMCOM) created the website [GoldStarPins.org](http://GoldStarPins.org) and a three-part public service announcement series as part of our on-going commitment to taking care of the families of our fallen brothers and sisters.

Our primary goal is to increase the awareness of Gold Star pins worn by Families of Fallen service members – as very few Americans are familiar with their meaning. By doing so, we hope to make painful or awkward explanations by Gold Star family members a thing of the past and give every American the opportunity to offer their thanks and support to surviving military families.

We also want to make sure that all surviving military families know about Survivor Outreach Services. This is an Army program established in 2008 that provides Families of the Fallen, from all eras and branches of service, with meaningful support and caring counsel at their point of need.