



**ARMY TRIALS 2016
COMMUNICATION
TOOL KIT**

Prepared By:



Introduction

The U.S. Army Warrior Transition Command (WTC) will host the Army Trials 2016 March 6-10 at Fort Bliss, Texas. More than 100 wounded, ill and injured Soldiers and Veterans from across the country will compete for spots on Team Army during the 2016 Department of Defense (DoD) Warrior Games.

Throughout the week of competition, athletes will train and go head to head in archery, cycling, track and field, shooting, sitting volleyball, swimming and wheelchair basketball.

Soldier and Veteran athletes participate in Army Trials with both visible and invisible wounds, including upper-body, lower-body and spinal cord injuries, serious

illnesses, traumatic brain injuries (TBI), visual impairment and Post-Traumatic Stress Disorder (PTSD).

The top athletes will be selected for the Army Team and advance to the 2016 DoD Warrior Games, being held from June 15-21, 2016. This year marks the seventh annual DoD Warrior Games.

The Army Team roster will not be announced at the conclusion of the trials. The coaches and leaders will dedicate several weeks to assess the results in order to build the most effective team and will announce the roster after they deliberate. The athletes selected for the DoD Warrior Games will receive an official invitation.



SAVE THE DATE

MARCH 6-10

#ArmyTrials

FORT BLISS, TEXAS

www.WTC.ARMY.mil



Key Messages

MAIN MESSAGE 1: Army Trials demonstrate the importance of the Warrior Care and Transition Program in the recovery and transition of wounded, ill and injured Soldiers.

MAIN MESSAGE 2: Army Trials highlight the value of Adaptive Reconditioning in a Soldiers' recovery. Soldiers at all 25 Warrior Transition Units throughout the country incorporate adaptive reconditioning into their recovery plans.

MAIN MESSAGE 3: Adaptive reconditioning helps enable healing in a multitude of ways: mentally, emotionally, physically and personally.

MAIN MESSAGE 4: Wounded, ill and injured Soldiers, regardless of whether they continue on active duty or transition to Veteran status, remain part of the Army family.

MAIN MESSAGE 5: We take care of all our wounded, ill and injured Soldiers.

MAIN MESSAGE 5: Our Soldiers are resilient — capable of overcoming any challenge.



WTC Website
<http://WTC.Army.mil>



Army Trials Webpage
<http://www.WTC.Army.mil/ArmyTrials>



WTC Facebook

<https://www.facebook.com/ArmyWTC>



WTC Twitter

<https://twitter.com/ArmyWTC>



WTC YouTube

<https://www.YouTube.com/user/WarriorCareCom>

Facebook



Facebook is a great platform to share information about Army Trials among your followers—including stories and photos. Here are some tips to help get you started.

- Like WTC's Facebook page: www.facebook.com/ArmyWTC
- Like, share, or comment on the content we post to our page
- Tag us using @U.S. Army Warrior Transition Command in your posts.

FACEBOOK TAGGING TIPS

When publishing a Facebook post, if you want to tag WTC in your message, type out “@U.S. Army Warrior Transition Command” to activate the tagging feature. Copying and pasting the page name may not activate it. The name will be highlighted in blue once tagged.

Below are some messages you can post throughout Army Trials.

FACEBOOK POSTS

- @U.S. Army Warrior Transition Command is your source for updates during the Army Trials 2016. From March 6-10 at Fort Bliss, Texas, wounded, ill and injured Soldiers and Veterans compete for gold in seven sports. Learn more about the athletes competing, the events and results:

[link to: www.wtc.army.mil/warrior_games/army_trials_2016.html]

- Cheer on wounded, ill and injured Soldiers and Veterans competing at the Army Trials from March 6-10 and make sure to check out the @U.S. Army Warrior Transition Command page for live updates and Soldier stories!

[link to: www.wtc.army.mil/warrior_games/army_trials_2016.html]

- From March 6-10, wounded, ill and injured Soldier and Veteran athletes demonstrate their strength and Resilience at Army Trials in Fort Bliss, Texas. Follow @U.S. Army Warrior Transition Command to keep up with the athletes and read more about Army Trials here:

[link to: www.wtc.army.mil/warrior_games/army_trials_2016.html]

- Want to get the most up to date information on the Army Trials 2016? @U.S. Army Warrior Transition Command is on the ground at Fort Bliss, Texas from March 6-10. Check out the Army Trials webpage for the latest on events and results:

[link to: www.wtc.army.mil/warrior_games/army_trials_2016.html]

- Best of luck to all the wounded, ill and injured Soldiers and Veterans competing for a spot on Team Army at the 2016 Warrior Games. Tune into @U.S. Army Warrior Transition Command March 6-10 for the latest on Army Trials taking place at Fort Bliss, Texas.

[link to: www.wtc.army.mil/warrior_games/army_trials_2016.html]



Twitter



During the Army Trials, WTC will use Twitter to send out live updates, scores and photos of the events. Here are some Twitter tips:

- Follow @armyWTC and retweet posts that you or your audience may find interesting: www.twitter.com/armyWTC
- Use this hashtag to interact with us during the Army Trials 2016: #ArmyTrials

SAMPLE TWEETS

- Cheer on wounded, ill and injured athletes competing in #ArmyTrials March 6-10 at Fort Bliss, Texas. [bit.ly to Army Trials webpage] @armyWTC
- Good luck to athletes competing in #ArmyTrials March 6-10 at Fort Bliss, Texas. [bit.ly to Army Trials webpage] @armyWTC
- #ArmyTrials athletes demonstrate their strength and #Resilience from March 6-10 at Fort Bliss, Texas. [bit.ly to Army Trials webpage] @armyWTC
- Use #ArmyTrials to stay updated as wounded warriors compete for gold March 6-10 at Fort Bliss, Texas. [bit.ly to Army Trials webpage] @armyWTC
- Best of luck to the wounded warriors competing for a spot on the 2016 DoD @Warrior Games Army Team. #ArmyTrials [bit.ly to Army Trials webpage] @armyWTC

Facebook and Twitter Profile Picture and Cover Photo

PROFILE PICTURE



COVER PHOTO



Save the Date Promotional Graphics



 SAVE THE DATE

MARCH 6-10

#ArmyTrials

FORT BLISS, TEXAS

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"Stay on top of the action!"




 **MARCH 6-10**
FORT BLISS, TEXAS

 **WTC**
U.S. ARMY
WARRIOR TRANSITION COMMAND



Army Trials Competition Schedule

DATE	TIME	EVENT	LOCATION
06 March (SUN)	0900-1200	Cycling Competition	Tank Trail Caisson and Rifleman
	1800-2100	Wheelchair Basketball Assessment	Soto Gym
07 March (MON)	0900-1200	Shooting Competition	Milan Gym
	1800-2100	Sitting Volleyball Assessment	Soto Gym
08 March (TUE)	0900-UTC	Archery Competition	Milan Gym
	1800-2100	Wheelchair Basketball Assessment	Soto Gym
09 March (WED)	0900-UTC	Track & Field Competition	Stout Track
	1800-2100	Sitting Volleyball Assessment	Soto Gym
10 March (THU)	0900-UTC	Swimming Competition	Aquatic Center
	1800-2100	Closing Ceremony and BBQ	Location TBD