



# Fourth at the Fort

Event Report | 08.05.25

## **Kicking off America's 250th year in the place that made it possible.**

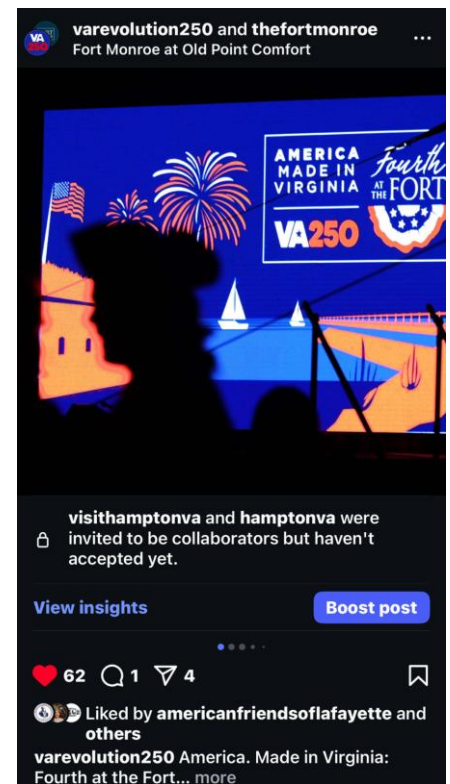
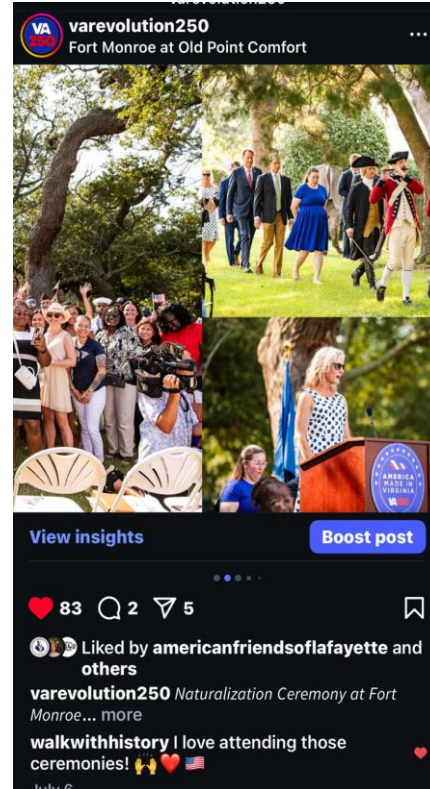
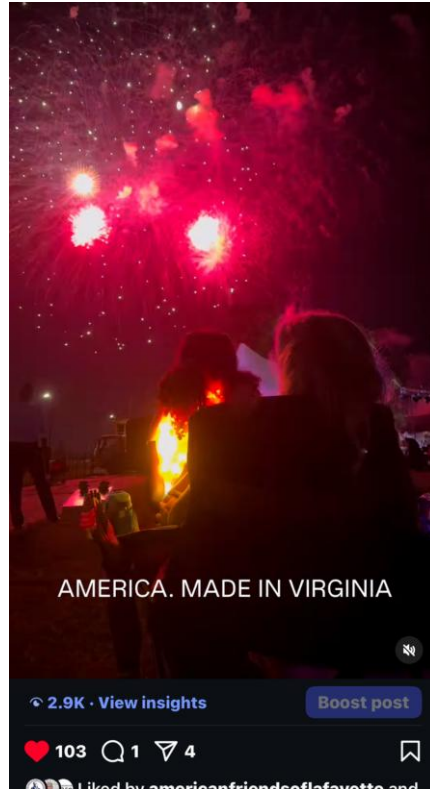
From the ideas that inspired it to the battlefields that decided it, there is simply no America without Virginia. So to celebrate the start of our Nation's 250th year, Virginia went all in. On July 4, 2025, the American Revolution 250 Commission (VA250) alongside The Fort Monroe Authority, the Hampton VA250 Local Committee, and the National Park Service hosted Fourth at the Fort, an all-day Independence Day event like no other.



## Video

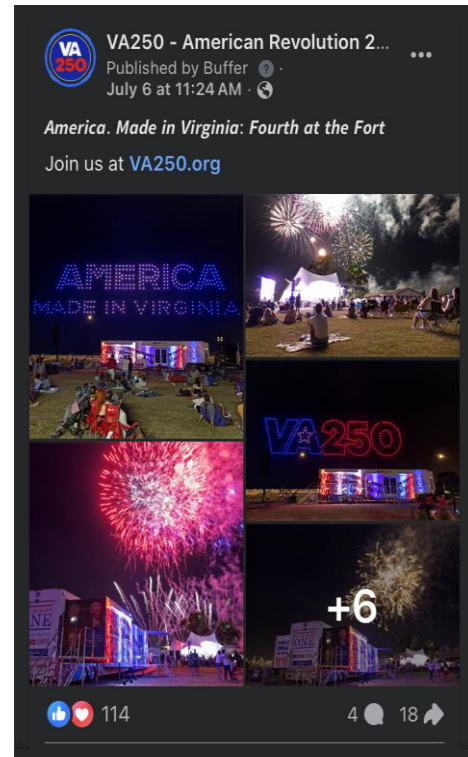
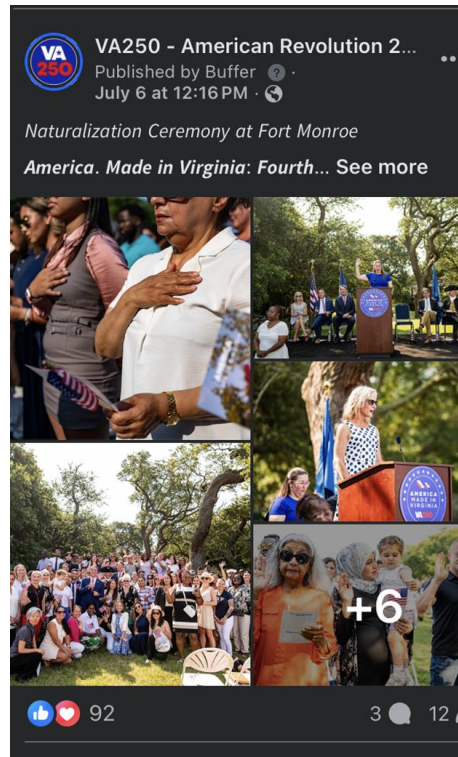


## Most Viewed Social Posts





# Most Viewed Social Posts



A photograph of Senator Mamie Locke speaking at a dark podium. She is wearing a white headwrap, glasses, and a white ruffled top. The podium features a large blue circular seal with the text "AMERICA MALIBU VIRGINIA" and "VA 25th". A quote is overlaid in large white text, and a blue horizontal line is below it. A large white closing quotation mark is at the bottom center.

**“We gather here,  
together, in one  
spirit of Unity”**

FROM SENATOR MAMIE LOCKE'S ADDRESS

”





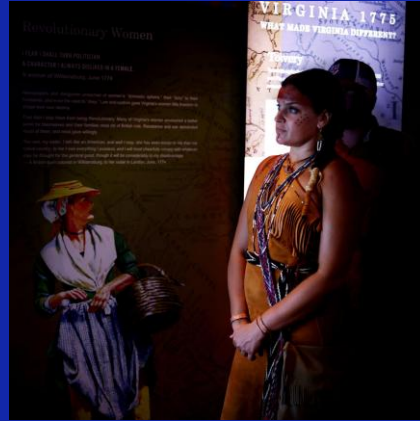
**A all-day celebration to  
educate, engage, and  
inspire a brand new  
generation of patriots.**



## **Naturalization Ceremony with remarks by Governor Glenn Youngkin & Attorney General Jason Miyares**

The day started with a Naturalization Ceremony welcoming 98 new citizens to the United States. Keynote speakers Virginia Governor Glenn Youngkin and Attorney General Jason Miyares discussed the importance of citizenship. Virginia's Tribal Nation's performed a traditional Eagle Staff Posting and Song. The Naturalization Ceremony was followed by the annual Flag Ceremony by the James Monroe Foundation at the Fort Monroe Flag Bastion.





## Out of Many, One Festival: Bringing “E Pluribus Unum” to life in Virginia

During the afternoon, the Out of Many, One Festival brought together family-friendly activities, community booths, exhibits from museums and cultural organizations, performances, food trucks, and craft beer, all from Virginia. This festival included a ceremony honoring the Expressions of Freedom student competition finalists, the beginnings of the America250 Birthday Quilt Project where guests could design their own quilt square for this nationwide effort, and the VA250 Mobile Museum Experience.



## **Free To Dream Grand Ceremony: A powerful and moving tribute to America's 250th year**

The Free to Dream Grand Ceremony began at sundown. Hosted by PBS News Hour co-anchor, Geoff Bennett, this patriotic event included choreographed dancing as well as performances of the United States Air Force Heritage of America Band and the Colonial Williamsburg Fifes & Drum Junior Corp. Guest speakers included VA250 Vice Chair Senator Mamie Locke, VA250 National Honorary Chair Carly Fiorina, Professor Emeritus of Wake Forest University Dr. Anthony Parent, and James Madison (as portrayed by Bryan Austin of Colonial Williamsburg).



## **Free To Dream Grand Ceremony Fireworks and Drone Show: Like nothing Virginia has seen before**

The climax of the Free To Dream Ceremony—and the day itself—was the largest fireworks and drone show in the history of Fort Monroe. As thousands watched, spellbound, the drones spelled out “America Made In Virginia” and “VA250”—a fitting close to a spectacular, inspiring day.



## By the Numbers



**24,000**

IN PERSON ATTENDEES

**43**

VIRGINIA LOCALITIES REPRESENTED

**15**

STATES REPRESENTED

**2,511**

GRAND CEREMONY LIVESTREAM VIEWERS

# In Their Own Words



*“Well worth the drive down”*

ATTRIBUTE GOES HERE / SOURCE

*“The event was phenomenal”*

ATTRIBUTE GOES HERE / SOURCE

*“I appreciate the strong focus on  
the historical aspects”*

ATTRIBUTE GOES HERE / SOURCE

*“The fireworks show was the best I’ve ever seen—  
and I’m 58 years old!”*

ATTRIBUTE GOES HERE / SOURCE

*“The drone show and fireworks show, combined  
with the Langley AF Band, were fantastic!”*

ATTRIBUTE GOES HERE / SOURCE

# Semiquincentennial Pledge



We, the People of the United States of America,  
Raise Hand & Heart  
And mutually pledge:  
To embrace the spirit and responsibilities of Citizenship;  
To renew our commitment that all people are created equal,  
And are endowed by their Creator with certain unalienable rights:  
That among these are Life, Liberty and the Pursuit of Happiness.  
And, in recognition of our nation's 250th anniversary,

We mutually pledge:  
To learn from the Past,  
To engage with the Present,  
And to help inspire America's Future  
As we strive to form  
A more perfect Union.  
And so we will.

**This is our Semiquincentennial Pledge.**



# Appendix



## Website Impact

Social Platform	Users	Views
VA250 Website (June 27 - July 7)	45,085	74,067
Fourth at the Fort Page (All Time)	19,944	29,269
Fort Monroe Website - Event Page (All Time)	12,230	19,833
Visit Hampton Website - Event Page (All Time)		7,443

# Appendix



## **Social Media Advertising**

June 27 - July 7, 2025

Ad	Views	Reach	Post Engagements	Amount Spent
Ad # 1 (June 4 - 26)	41,965	17,558	585	\$158.39
Ad #2 (June 27 - July 4)	557,028	247,069	7,642	\$2,586.53



**Thank you.**