

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**Soldier to BASE Jump from Liberty Memorial at the  
National World War I Museum**

KANSAS CITY, Mo. (Aug. 16, 2013) – A soldier will perform a BASE jump from the Liberty Memorial at the National World War I Museum on Monday. The daredevil will parachute from the 217 feet high structure to raise awareness for members of the Armed Forces, past and present, 99 years after the beginning of World War I.

[Major Alastair Macartney](#), 37, an Officer in the British Army and a BASE jumping World Champion, will take the impressive leap of faith in a tribute to all who made the ultimate sacrifice. He is Team Leader of [Jump4Heroes](#), Extreme Human Flight team for The Royal British Legion, the UK's leading Armed Forces charity. Jump4Heroes undertake seemingly impossible stunts to raise awareness of the charity's vital work providing direct, practical assistance to members of the Armed Forces community in need.

Teaming up with [TEDxKC](#) and the National World War I Museum, he will perform this never before attempted feat using a canopy emblazoned with a Poppy logo — the famous symbol from the Great War. On Tuesday evening he will talk about his experiences at TEDxKC; this year's program theme is Defy Impossible.

Major Macartney has served side by side with US Forces in Afghanistan. He is a World Record Holder, World Champion and a veteran of more than 7,000 parachute jumps.

BASE jumping is an acronym for the four main types of objects that enthusiasts can parachute from; Building, Antennae, Span (bridges) and Earth (cliffs).

For more information on Jump4Heroes please go to [www.Jump4Heroes.com](http://www.Jump4Heroes.com). To find out about The Royal British Legion please go to [www.britishlegion.org.uk](http://www.britishlegion.org.uk) and for more information about the National World War I Museum, please visit [www.theworldwar.org](http://www.theworldwar.org).

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## **About Alastair Macartney**

Major Macartney is team leader of Jump4Heroes, The Royal British Legion's Extreme Human Flight Team. The Royal British Legion stands shoulder to shoulder with all who serve. It is the UK's leading Armed Forces charity providing care and support to all members of the British Armed Forces past and present and their families. It is also the national Custodian of Remembrance in the UK and safeguards the Military Covenant between the nation and its Armed Forces. It is best known for its annual Poppy Appeal and its emblem, the red poppy. The Legion spends £1.6 million every week in direct welfare support to its beneficiaries, answering more than 165,000 calls for help each year - [www.britishlegion.org.uk](http://www.britishlegion.org.uk).

## **About TEDx (x = independently organized event)**

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x signifies an independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized and subject to certain rules and regulations.

## **About National World War I Museum**

The National World War I Museum at Liberty Memorial is the only American museum solely dedicated to preserving the objects, history and personal experiences of a war whose impact still echoes today. Designated by Congress

as the United States' official World War I Museum and located in downtown Kansas City, Missouri, the Museum inspires thought, dialogue, and learning to make the experiences of the Great War era meaningful and relevant for present and future generations. By combining interactive technology with one of the greatest collections of World War I artifacts anywhere in the world, the Museum tells the story of the Great War through the eyes of those who lived it. Visit [www.theworldwar.org](http://www.theworldwar.org) for details.