

FOR IMMEDIATE RELEASE

26TH ANNUAL GO FOR BROKE MONUMENT ANNIVERSARY

Honor A Veteran Digital Tributes Submission Extended to June 30

LOS ANGELES (June 23, 2025)—Go For Broke National Education Center (GFBNEC) is celebrating the 26th anniversary of the iconic Go For Broke Monument with a special virtual tribute program released on June 7, 2025, on GFBNEC's YouTube channel at youtube.com/@gfbnec. The program was co-hosted by David Ono, ABC7 News Anchor and GFBNEC Board Member, and Kendra Motoyasu, GFBNEC National Torchbearers Chair. Additional speakers include Nisei veterans and descendants, Torchbearers, Go For Broke Journalism Institute students, community leaders, and past and current GFBNEC leadership.

A popular feature of the Monument Anniversary is the "Honor A Veteran" digital tributes which feature a veteran honoree's photo, name, and military unit. In order to expand the recognition of the courage and service of the Japanese American WWII soldiers, the submission deadline has been extended to June 30. All digital tributes, including the 2025 Monument Anniversary tributes, will be aired in an exclusive GFBNEC video on Veterans Day. To purchase a digital tribute, or for more information, email development@goforbroke.org, or visit goforbroke.org/monument-anniversary-2025/.

"The Go For Broke Monument means so much to so many," said GFBNEC President and CEO, Dr. Mitch Maki. "The Monument embodies the past contributions of our veterans during and after the war. The Monument guides our present work of sharing the legacy of our WWII veterans and instilling the values of courage, patriotism, and service in our audience. And, the Monument inspires future generations of all backgrounds in our nation to work toward upholding America's promise—the promise that in our nation, no one should be judged by the color of one's skin, the nation of one's origin, or the faith that one chooses to keep."

Since the Monument was presented to the city of Los Angeles in 1999, GFBNEC has commemorated it every first Saturday in June in downtown Los Angeles' historic Little Tokyo district. The Monument is a striking dedication that honors more than 16,000 Japanese American men and women who served overseas during WWII. In total, more than 33,000 Japanese Americans served in the segregated military units of the 100th Infantry Battalion, 442nd Regimental Combat Team, 522nd Field Artillery Battalion, 232nd Combat Engineer Company, Military Intelligence Service, 1399th Engineering Construction Battalion, Women's Auxiliary Corps, Army Nurse Corps, and Cadet Nurses.

The Monument will soon be embraced by the mixed-use, multi-story, 330,000 sq. foot Go For Broke Plaza. The building will include 248 affordable housing units, urban green spaces, and through-block pedestrian linkages, which will not only revitalize the formerly vibrant Jackson Street Paseo but also return a portion of Little Tokyo taken away by eminent domain in the 1950s. The Plaza ground floor will house community-serving commercial spaces for legacy

small businesses such as the 118-year-old Fugetsu-do Bakery and the highly anticipated permanent home for Go For Broke National Education Center. Completion of the project is slated for 2026.

GFBNEC continues to be challenged by decreased funding resources and relies primarily on individual and family contributions to present its robust, impactful educational initiatives in person and virtually. Visit goforbroke.org/support/ to make a general donation, become a member, donate a vehicle, make a planned gift, or learn other ways to ensure that the Go For Broke spirit and legacy of the Japanese American soldiers of WWII remain an important and relevant story to all Americans.

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Note to Media

“Go For Broke” was the motto of the 442nd Regimental Combat Team, a segregated Army unit composed of Japanese Americans from Hawai’i and the mainland. The term was Hawaiian slang for “shooting the works,” or risking everything for the big win in gambling—as the Nisei soldiers did while fighting in the field in WWII and facing prejudice at home in the U.S.

About Go For Broke National Education Center

Go For Broke National Education Center (GFBNEC) is a 501(c)(3) nonprofit organization that educates the public on the valor of Japanese American veterans of WWII and their contributions to democracy. Our goal is to inspire new generations to embody the veterans’ core values of courage, sacrifice, equality, humility, and patriotism. Founded in 1989, GFBNEC maintains the Go For Broke Monument and the interactive Defining Courage exhibit in downtown Los Angeles, as well as extensive oral histories and archives, education and training programs, and other initiatives. For more information about the history and educational resources, visit goforbroke.org.

Media Contact

Joyce Kwon
Communications & Engagement Manager
(213) 375-1283
joyce@goforbroke.org