



# The French Will Never Forget, Inc.

[thefrenchwillneverforget.com](http://thefrenchwillneverforget.com)

The Association « The French Will Never Forget » (TFWNF) was created in 2003 in reaction to the anti French sentiments which prevailed in a large portion of the American population, following the diverging analysis of France on the situation in Iraq and her ensuing refusal to commit troops to operation “Desert Storm”.

A standard cliché regularly returning in several American media, and hammered by various pundits and political figures was that France did not remember what the United States had done for her during the First and the Second World War , and was just ungrateful.

Committed to fight this perversion of the truth and to heal, as much as possible, the French American friendship, in these portion of the American population most affected by it, four friends: Paul Bensabat, Jean-Pierre Heim, Christian Millet and Patrick du Tertre decided to launch series of actions demonstrating the gratitude of the French people towards their oldest ally for its decisive help in the past century. Later they were joined by Emmanuel de la Taille, Anne Colombe de la Taille, Olivier Brane et Jacques Noel Bilet.

The first event was cast for July 4 2003: « The French Will Never Forget » took the initiative to lay a red rose on each and every one of the 60.511 graves, spread out in 11 cemeteries of US soldiers fallen in France during the two World Wars. July 4 was chosen because it is the most emblematic of all US commemorations and because it celebrates this American independence of which France was the key contributor. « The French Will Never Forget » was able to single handedly raise all the funds necessary for an operation of such a scale, to flawlessly organize all the logistics, to secure all necessary authorizations including from the American authorities, and to assemble the hundreds of volunteers, men, women, and children, who flowered the graves throughout France. This event was extensively broadcast on more than 125 television stations in the USA with commentators frequently expressing their surprise, emotion and gratitude.

The following year, in 2004 « The French Will Never Forget » was one of the primary fundraiser for another large event. This time 100 WW II veterans were invited to Normandy, France, where they were awarded the prestigious Légion d’Honneur by the President of the French Republic.

En 2005 « The French Will Never Forget » organized and financed, this time single handily, the travel and lodging in first class accommodations of the American WW II veterans who were involved in liberating the Eiffel Tower. Two of them were awarded the Légion d’Honneur by the French Defense Minister

In 2006 « The French Will Never Forget » participated to the organization and financing of Légion d’Honneur award ceremonies in honor of veterans of the Second World War, this time in the USA.

En 2007 « The French Will Never Forget » organized another massive event on the 4<sup>th</sup> of July. This time a human chain of 2500 French volunteers assembled in a formation, and by the placement of their bodies,

spelled out the words « FRANCE WILL NEVER FORGET » on the sands of Omaha Beach. The media success of this initiative became evident when the video posted on YOUTUBE and multiple social media sites on the WEB, generated tens of thousands of blogs with positive connotations about France (with virtually no exceptions) and often in moving terms.

In 2008 « The French Will Never Forget » continued to contribute and participate to Légion d'Honneur award ceremonies in the USA, and also organized several screenings of the film "Omaha Beach 2007" depicting the previous year's event. The presentations were most often made to US patriotic organizations, or veterans associations, and free copies of the DVD were distributed to each participant. These screenings generated very strong, emotional reactions from the audience members, often resulting in lengthy and sustained standing ovations. It was clear by then, that these Americans representing a sampling of the US population which was often previously quite critical and bitter about France had begun to demonstrate a change in heart about their attitudes toward the French.

En 2009 « The French Will Never Forget », working together with the « Normandie Mémoire » Association made a special gift to the Museum of the Second World War in New Orleans. This gift was a functional and exact reproduction (except for the crack) of America's famous Liberty Bell located in Philadelphia. This bell cast in France is to sing the song of recaptured freedom in this museum dedicated for a large part to the history of France's liberation.

In 2010 the actions of « The French Will Never Forget » slowed down a bit and were similar to 2008 but with less intensity. In parallel 2010 was also the release year of the excellent documentary « French Fries & Freedom Toast » from Director /Producer Michael Jordan. Entirely sponsored by « The French Will Never Forget » this documentary is as unavoidable as fascinating for anyone somewhat interested in the Franco American relationship. More information at: <http://www.francedocumentary.com/>

Finally, this year, in 2011 « The French Will Never Forget » is nurturing a very exciting new project in France, focused on honoring and remembering those who lost their lives in the terror attack on the United States on September 11, 2001 ten years ago.



**On the occasion of each 4<sup>th</sup> of July "Independence Day" commemoration, the two gigantic flags of « The French Will Never Forget », Center points of the 2007 event on OMAHA Beach, proudly adorn the US Embassy in Paris.**

## CONTACTS:

Co-Presidents & co-founders of ***The French Will Never Forget***.

Paul BENSABAT, [pbensabat@saveurfood.com](mailto:pbensabat@saveurfood.com)

Patrick Du TERTRE, [Patrick@dutertre.com](mailto:Patrick@dutertre.com)

Jean-Pierre HEIM, [jpheim@heimdesign.com](mailto:jpheim@heimdesign.com)

Christian MILLET, [cmillet@us-logfret.com](mailto:cmillet@us-logfret.com)

[www.thefrenchwillneverforget.com](http://www.thefrenchwillneverforget.com)

A Not For Profit (501-c-3) grassroots' association

101 Park Avenue

Hoboken, NJ 07030