



**WARRIORS' WATCH RIDERS
NATIONAL COALITION HQ**
624 Roberts Ave., Glenside, Pa. 19038
info@warriorswatch.org 215.264.4810
www.WarriorsWatch.Org

WARRIORS' WATCH FOUNDING PRINCIPLE (expanded):

THEY HAVE OUR BACKS OVER THERE. WE HAVE THEIR BACKS HERE AT HOME.

MEANING:

The Warriors' Watch Founding Principle is based on the knowledge that the morale, attitudes and safety of our American Warriors' are, for better or worse, affected by the attitudes and activities of the American Public during times of both war and peace. We know from harsh experience that when our soldiers perceive that the nation is not behind them, does not honor or respect them while they are putting their very lives on the line in our service, this perception has a demoralizing effect on them. At best it damages morale. At worst, poor morale could result in physical injury or even death when it affects performance in battle. Even a small and statistically insignificant number of anti-troop Americans can do damage when those "anti-war" images are transmitted overseas to our troops who are serving over there, or witnessed by troops here at home.

Conversely, when our troops see images and hear stories of Americans showing proud support for them, they are given heart and will feel pride in their service to us. A single American civilian, seeing a soldier walking through an airport, has the power to affect morale half a world away by simply offering his hand and looking the soldier in the eye and giving him a sincere and heartfelt "Welcome Home! Thank you for your service!" Many other people witness that simple act of gratitude, and it spreads. The soldier himself emails buddies still serving overseas and tells them that THIS generation of Americans cares! If one act of gratitude and respect from one citizen can do all that, how much more then can we do by turning out by the tens and hundreds to treat our returning troops like the heroes they are?

Our troops are protecting our very way of life, putting their lives and limbs on the line for us. They do indeed "have our backs over there." In return, the very least we can do is allow them to put their minds at ease while doing their jobs over there with the knowledge that "we have their backs over here." On that simple principle the Warriors' Watch Riders National Coalition was founded.