

TNT & USO launch #SelfieWithaSailor

Friday, May 8, 2015



TNT and the USO Ask Americans to Show Their Support for the Troops by Snapping a #SelfieWithaSailor

#SelfieWithaSailor Call to Action Video: https://www.youtube.com/watch?v=7_HhD4e125o

TNT and the **USO of Metropolitan New York** (USO) are calling on Americans to step up and show their support for the troops this **Memorial Day** by taking a **#SelfieWithaSailor**. In honor of the USO's work on behalf of the troops and their families, TNT is challenging Americans to snap a selfie with a currently serving member of any branch of the United States armed services, then post the photo on their favorite social media platform using the #SelfieWithaSailor hashtag. For every #SelfieWithaSailor posted and tagged now through Memorial Day, Monday, May 25, TNT will donate \$1 to the USO.*

The #SelfieWithaSailor campaign is part of the build-up to the new season of TNT's hit drama ***The Last Ship***, which is produced with the generous cooperation of the **United States Navy**. Filmed aboard five different Navy vessels, including fully working ships, *The Last Ship* follows the crew of the USS *Nathan James* in their quest to save humanity after a devastating pandemic. *The Last Ship* will launch its second season with a two-hour premiere **Sunday, June 21, at 9 p.m. (ET/PT)** on TNT.

TNT and the USO will be bringing #SelfieWithaSailor to **New York Fleet Week's Parade of Ships** during Memorial Day weekend. At key USO events during Fleet Week, including the USO's Rock the Fleet kick-off event at the Hard Rock Cafe, TNT will set up **Instaprint** booths, where participants can snap their #SelfieWithaSailor and print it out on-site. TNT will also hand out free selfie sticks to sailors as they disembark their ships at Pier 92.

"We're proud of our collaboration with the United States Navy on the production of *The Last Ship* and to be participating once again in Fleet Week New York," said **Jeff Gregor, executive vice president and chief marketing officer for TNT and TBS**. "The #SelfieWithaSailor is a great opportunity to support not only the Navy but members of all the armed forces by highlighting the valuable work the USO does in making their lives and the lives of their loved ones better."

"TNT and the stars of *The Last Ship* have done so much in support our troops and their families, and we are grateful for their continuing commitment," said **Brian Whiting, CEO and president, USO of Metropolitan New York**. "Their participation in the #SelfieWithaSailor promotion will go a long way towards making Fleet Week New York a very memorable experience for our visiting service members."

* Up to \$25,000

About TNT's *The Last Ship*

The wait is nearly over. TNT's epic drama ***The Last Ship*** – **basic cable's #1 new series of 2014** – is preparing to set sail again this summer in its quest to save humanity after a devastating pandemic. **Eric Dane** (*Grey's Anatomy*), **Rhona Mitra** (*Strike Back*) and **Adam Baldwin** (*Firefly*, *Chuck*) star in the high-impact series, which is produced by **Platinum Dunes**, with its partners – blockbuster filmmaker **Michael Bay**, **Brad Fuller** and **Andrew Form** – serving as executive producers. Co-creators and showrunners **Hank Steinberg** (creator of *Without a Trace*, *The Nine*) and **Steven Kane** (*The Closer*) are also executive producers, along with **Jack Bender** (*Lost*). *The Last Ship* is slated to launch its second season on **Sunday, June 21, with a two-hour premiere at 9 p.m. (ET/PT)**.

Based on William Brinkley's popular novel, *The Last Ship* chronicles a global catastrophe that nearly decimates the world's population. Because of its positioning, the Navy destroyer *U.S.S. Nathan James* avoided falling victim to the devastating tragedy. But now the crew and its captain must confront the reality of their new existence in a world where they may be among the few remaining survivors. As the second season opens, Captain Chandler (Dane), XO Slattery (Baldwin) and the rest of the crew are working to disseminate the cure that paleomicrobiologist Dr. Rachel Scott (Mitra) developed at the end of season one.



The Last Ship also stars **Travis Van Winkle** (*Heart of Dixie*), **Charles Parnell** (*Pariah*), **Christina Elmore** (*Fruitvale Station*), **Marissa Neitling** (*Leverage*), **John Pyper Ferguson** (*Unforgiven*) and **Jocko Sims** (*Masters of Sex*), with Emmy® winner **Alfre Woodard** (*True Blood*, *Memphis Beat*) set to guest-star in a multi-episode arc. When it premiered last year, *The Last Ship* immediately hit the top of the charts and went on to finish the year as **basic cable's #1 new series with total viewers and adults 25-54**. For the first season, the show averaged 6.9 million viewers in Live + 7 delivery, including 2.7 million adults 25-54 and 2.2 million adults 18-39. Overall, it reached an average of **14.5 million viewers** per episode across TNT's linear, on-demand, digital and mobile platforms.

Website: LastShipTNT.com

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About The USO

Millions of times each year at hundreds of locations around the world, the USO lifts the spirits of America's troops and their families. The USO of Metropolitan New York provides valued programs and services to troops and their families, and we help channel the American public's desire to give back to those who serve our country into programs and services that enrich their lives.

A nonprofit, congressionally chartered, private organization, the USO of Metropolitan New York relies on the generosity of individuals, organizations and corporations to support its activities. The USO of Metropolitan New York is not part of the U.S. government, but is recognized by the Department of Defense, Congress and President of the United States, who serves as Honorary Chairman of the USO. To learn more about our mission and to volunteer, please visit www.usonyc.org.

About TNT

[TNT](#) is television's destination for drama. Seen in 101 million households and ranking among cable's top networks, TNT is home to such original drama series as [Rizzoli & Isles](#), [Major Crimes](#), [Falling Skies](#), [The Last Ship](#), [Murder in the First](#), [Legends](#), [The Librarians](#) and [Transporter The Series](#). TNT's slate of upcoming scripted dramas includes [Public Morals](#), [Proof](#) and [Agent X](#). TNT also features such dramatic unscripted series as [Cold Justice](#) and the upcoming [Cold Justice: Sex Crimes](#). In addition, TNT is the cable home to popular dramas like [Castle](#), [Bones](#), [Supernatural](#) and [Grimm](#); primetime specials, such as the [Screen Actors Guild Awards®](#); blockbuster movies; and championship sports coverage, including the NBA and the NCAA Division I Men's Basketball Championship.

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