

Service Above Self



Rotary Club of Alpharetta

Media Contact:

William Perkins, Memorial Day Chair
William.Perkins@RaymondJames.com
770-776-4314

Alpharetta Celebrates Memorial Day with a Tribute Event

Pay tribute to our country's fallen heroes.

ALPHARETTA, GA - (March 18, 2024) – The City of Alpharetta and the Rotary Club of Alpharetta will host Alpharetta's Memorial Day Tribute on Monday, May 27, 2024, from 9 a.m. - 10:15 a.m. at Alpharetta City Hall, located at 2 Park Plaza. The event is free for the public to attend.

The program begins at 9 a.m. and will include an invocation, the National Anthem, the Pledge of Allegiance, and a keynote address by General Dale Alford USMC (Retired), followed by "Taps."

"Memorial Day is the day we reflect on the cost of freedom," said Alpharetta Rotary Memorial Day Chair, William Perkins. "We must never forget the men and women that have sacrificed for us."



Photo of event keynote speaker, General Dale Alford USMC (Retired)

About the Keynote Speaker:

Major General Julian Dale Alford USMC (Retired) is from Atlanta, Georgia. He attended West Georgia College and enlisted in the Marine Corps Reserves in 1985 as a sophomore. Following graduation from college, he was commissioned as a Second Lieutenant in December 1987. Major General Alford graduated from The Basic School, Infantry Officers Course, Amphibious Warfare School, Marine Corps Command and Staff College, and Marine Corps War College. He retired after more than 37 years serving as a Marine on September 30, 2022.

Major General Alford's impressive resume includes commands serving as a Lieutenant, then Captain, Major, Lieutenant Colonel, Colonel, and a Brigadier General, until he was promoted to Major General. He served in Afghanistan in Operation Enduring Freedom and in Iraq during Operation Iraqi Freedom. When he returned state-side, he resumed his post as the Commanding General of Marine Corps Installations East/Marine Corps Base, Camp Lejeune. Major General Alford's last assignment was as the Commanding General of Training Command. His dedication to service on behalf of the nation is a testament to the honor of all who serve in the U.S. military.

“Americans can never fully repay the debt we owe the men and women who gave their lives to defend this great nation. Thankfully each year we can all gather together on Memorial Day and honor their sacrifice,” said Mayor Jim Gilvin, Mayor of Alpharetta, Georgia. “Please join us this year to help us honor those who made the ultimate sacrifice for the freedoms we enjoy.”

For more information about the Memorial Day Tribute, please visit awesomealpharetta.com/event/memorial-day-celebration.



###