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Army bring back 'Be All You Can Be' ad campaign

By DOUG G. WARMUTH

Stars and Stripes

WASHINGTON — The Army on Wednesday announced reaching back for a slogan that service leaders will help solve modern troubles — “Be All You Can Be.”

Service leaders have set ambitious target of recruiting new soldiers in 2023 and the slogan includes the Army brand with a different logo.

Army officials said Wednesday at the launch event at the Press Club in Washington they chose “Be All You Can Be” out of hundreds of other slogans.

Army Secretary Christy Wormuth said the slogan was not only for its nostalgic value because the data showed it most positive response.

“All of the military serving the most challenging recruiting landscape in the world,” Wormuth said. “So, it is a time to be launching our brand, launching our reimagined slogan ‘Be All You Can Be’ a child of the ‘80s, I am situated.”

The famous motto was first used by the Army in 1981 and the slogan was service moved on to the “Army of One” in 2001 a “Army Strong” five years

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Oita

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Drum Tao

Kuju Kogen heights, Taketa City

Otherworldly beats in celestial heights

High on a hill inside Oita Prefecture's Aso Kuju National Park, the rumbling of wadaiko drums draws in visitors seeking a unique and lively Japanese experience. Tao no Oka is the home of Drum Tao, a group of world-renowned taiko drummers known for their stunning performances, amazing costumes, and pitch-perfect percussion.

Drum Tao was created in 1993 with the aim to bring Japan's wadaiko drumming to the world. Since then, the group has grown to 40 members split into three sub-groups, which perform at 150 concerts globally each year. According to Maki Morifujii, a spokesperson for Drum Tao, the group has performed for over 9 million people in 26 countries since 1993. What makes Drum Tao popular is the performers melding traditional wadaiko drums with modern elements and sounds. It's this old-meets-new fusion that has led to the international success of the group, Morifujii added.

Tao no Oka, an 80-minute drive from Oita City, a performance complex complete with an outdoor theater, cafe, shop and museum, opened in 2020. Inside the museum space, I was able to appreciate the elaborate costumes Drum Tao wears, which are designed by Junko Koshino, a famous Japanese designer. I was also able to enjoy a performance by the group at the Nature Theater, an open-air theater overlooking the Oita Mountains.

The drummers' rumbling and the breathtaking views of the surrounding landscape created an almost sacred experience. It was an enjoyable performance, and I could see why Drum Tao has garnered so many fans worldwide. A visit to Oita truly isn't complete without Drum Tao's impeccable beats.



VIEW VIDEO

"Tao no Oka" Drum Tao Nature Theater

LOCATION: 7571-2 Shiratanji Itaki, Kujumachi, Taketa City, Oita Pref.

LIVE STAGE SCHEDULE: Fri, Sat, Sun, Mon and holidays, 2 p.m. and 4:30 p.m.

ADMISSION (TAO HOUSE): Age 13 and older, 500 yen (\$3.50), ages 4-12, 300 yen

TICKETS (NATURE THEATER): Age 13 and older, 4,500 yen, ages 4-12, 2,500 yen

TEL: 0974-76-0950



Tao Nature Theater

