



THE FREEDOM ROCK FOUNDATION
presents:



Medal of Honor

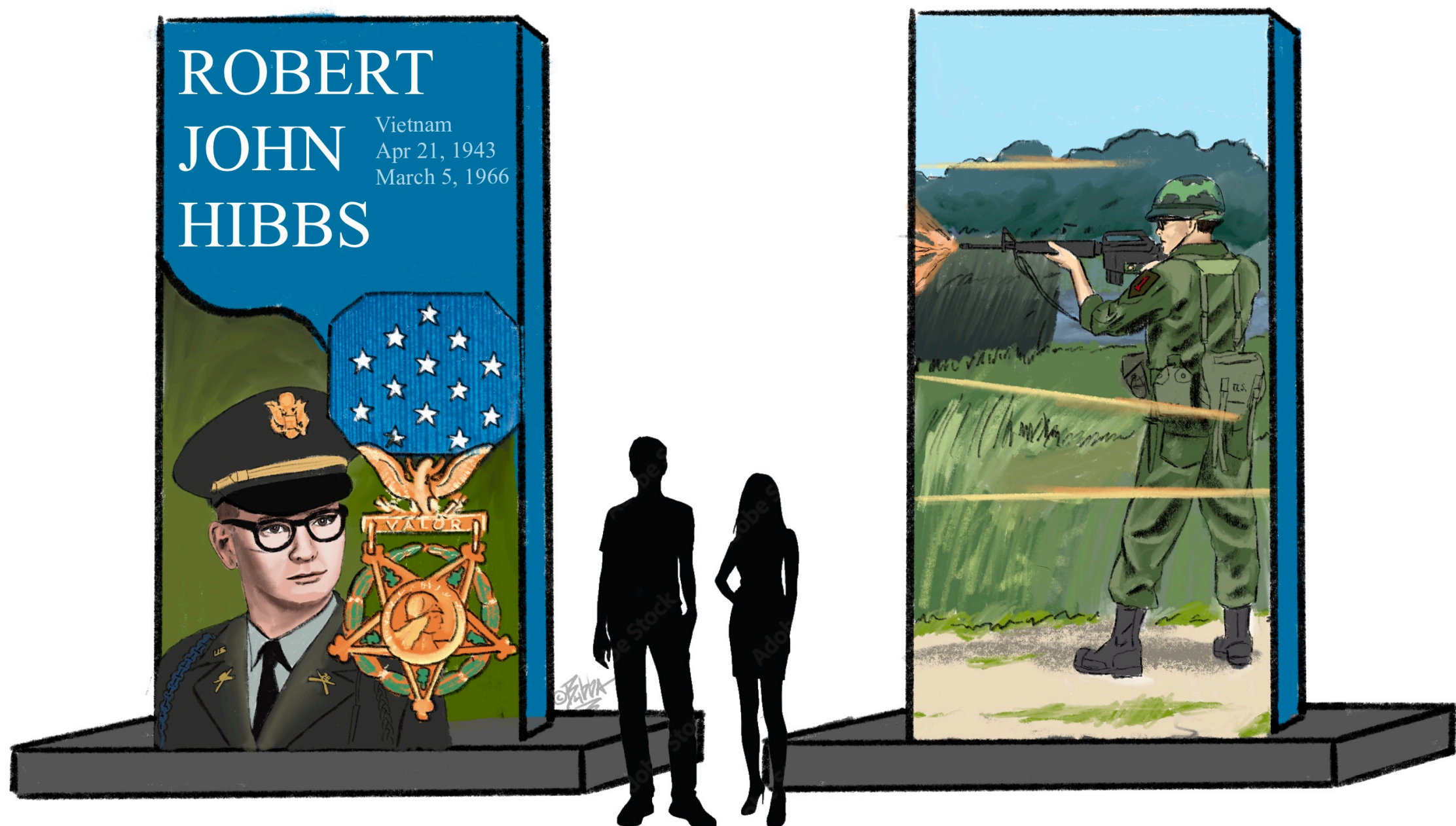
Murals by *Bibba*

WE'RE CREATING A FIRST-OF-ITS-KIND "HONOR TRAIL"

A series of towering murals along Highway 20, officially designated the Medal of Honor Hwy Celebrating our nation's bravest heroes!

Each mural features an Iowa Medal of Honor recipient, telling their story through stunning, hand-painted art on both sides of a 16' x 8' concrete column. QR codes on-site connect visitors to in-depth histories, videos, and interactive content.

Highway 20 stretches over 300 miles across Iowa — from Sioux City to Dubuque — and continues coast-to-coast as America's Medal of Honor Highway.





From Sioux City to Dubuque it stretches over 300 miles

Why it matters:

- Honors extraordinary courage and sacrifice.
- Educates travelers through art and history.
- Creates tourism, community pride, and lasting landmarks.

Your community can be part of this national legacy.

Spots along Iowa's Medal of Honor Highway are limited — ***secure yours today***

People have been asking Bubba, "What's next!?".. As they are looking for new self-guided tours.

Highway 20, runs through the entire state of Iowa, and runs across the entire United States.

Highway 20 doesn't run through every state though, so we will eventually sprinkle in all recipients along the Highway.



MEDAL OF HONOR HIGHWAY ACROSS AMERICA

The goal would be to complete them in a timely fashion and place them throughout the United States

We would also start to sprinkle in MoH recipients from States that don't have Hwy 20 running through them, and start creating them in other states along Hwy 20

By extending the Honor Trail beyond Iowa, we'll create the first coast-to-coast art memorial dedicated to America's bravest.

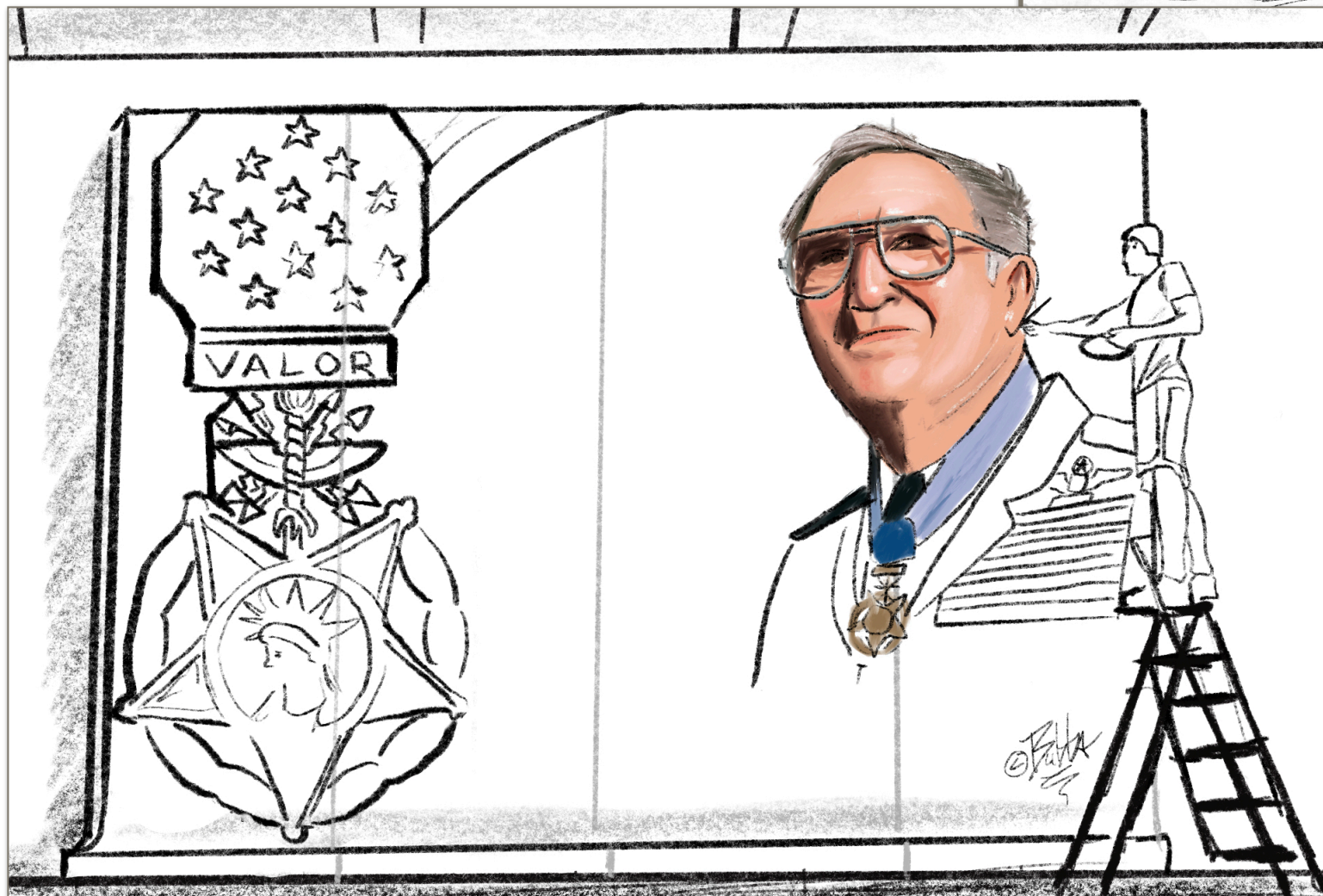
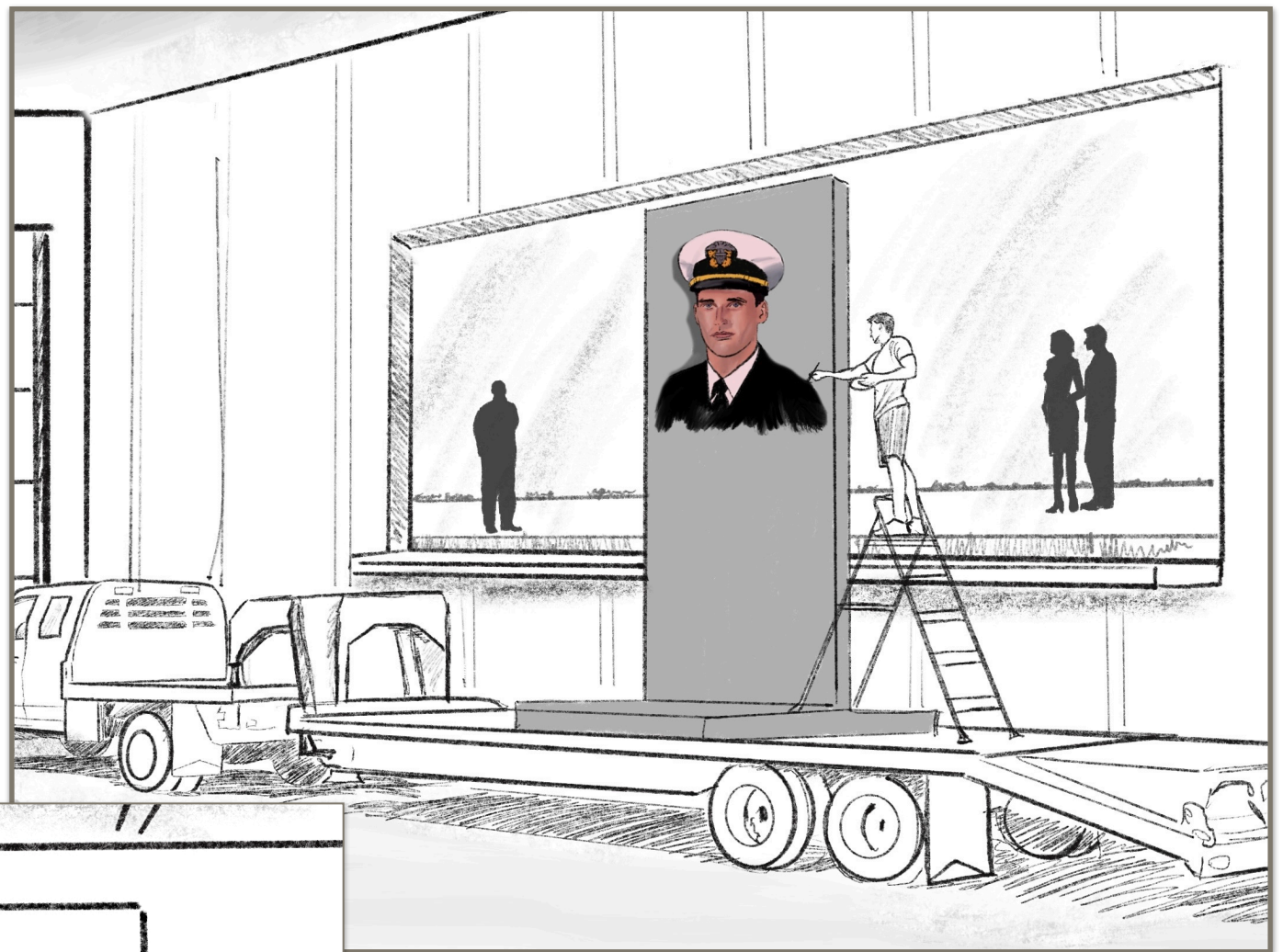
***Back of the ribbon is the Hwy 20 route across the US*



Depending on the resources and capability of each location, the monuments could be multiple columns.

Each column will be delivered to a spacious studio where they will be worked on without moving them from the trailer.

Invite your community to watch history come to life



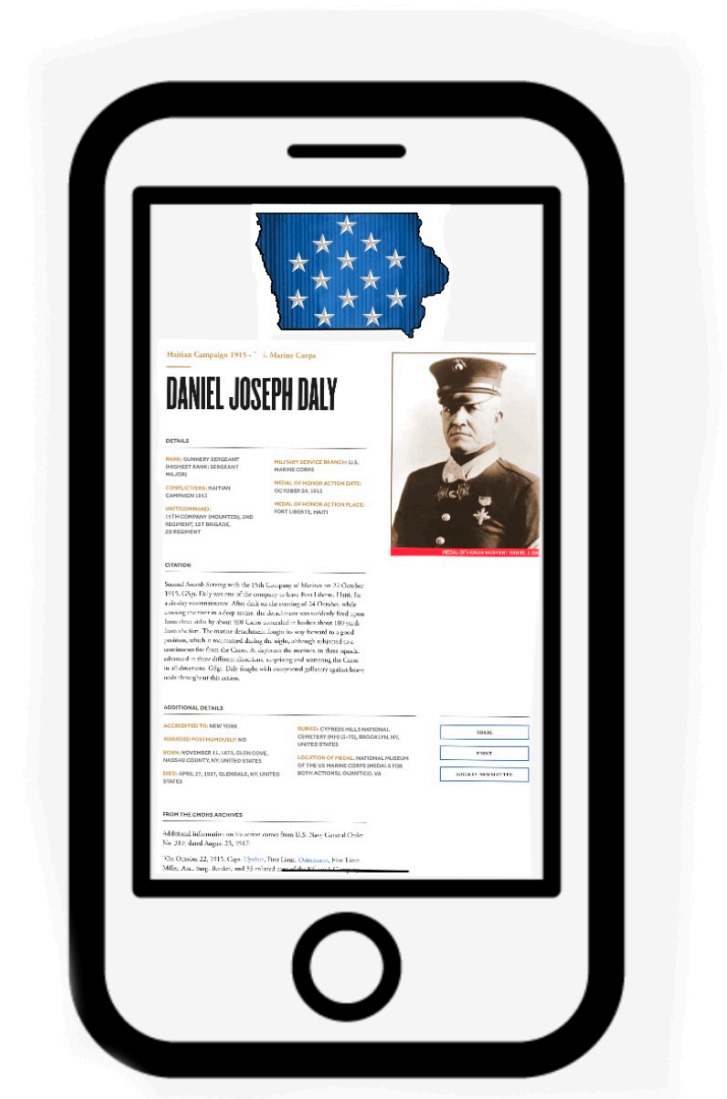
The murals will then be delivered to their spot on Highway 20.

There could be a media day and meet and greet scheduled upon delivery.

The mural is then viewable by the public day and night!



With over 3,500 recipients, the “MoH Mural Tour” along Highway 20 combines public art with historical education, Medal of Honor Murals transforms a cross-country highway into a living memorial, inspiring communities, educating tourists and honoring these incredible military heroes.



MEDAL OF HONOR MURALS - WEBSITE/SOCIALS

- Each recipient would have a webpage and video reel dedicated to their story and mural.
- Educating the tourist and travelers as they travel through Iowa learning about the recipients
- Link social media spots where visitors can upload photos of their visit and interactions.

HOW DO WE BOOK OUR SPOT? WHAT'S THE TIMELINE

Step 1 – Lock In Your Spot

A \$2,000 deposit reserves your place in the project
(applied toward your total cost, non-refundable after 60 days).

Step 2 – Reserve Your Recipient & Location

Contact Bubba to select your Medal of Honor recipient(s) and preferred location along the Medal of Honor Highway (U.S. 20). Booking early gives you the best chance to secure the recipient you want to honor.

Project Cost & Breakdown

Each mural is priced at \$60 per square foot — all-inclusive of art, panel, and materials.

Example for a standard double-sided single panel monument:

- Artwork Size: 16 ft × 8 ft per side = 128 sq. ft. per side
- Two sides: 256 sq. ft. × \$60/sq. ft. = \$15,360 (original brush artwork)
- Concrete T-Wall panel: ~\$3,500
- Premium exterior paints & coatings: ~\$1,500

Total Panel Cost: \$20,360 (costs may increase with inflation/material cost)

What's Included:

- ✓ Custom design and hand-painted murals on both sides
- ✓ Precast concrete panel
- ✓ Premium, weather-resistant paints and materials
- ✓ Delivery to your prepared site
- ✓ Coordination with local media for unveiling

What's Not Included:

- ✗ Site prep or installation (foundation/base, roof, lighting, landscaping)
- ✗ Ongoing maintenance

Step 3 – Collaborate & Create

Once booked, we'll confirm your recipient(s), review concepts, and set your mural's timeline. The panel will be painted in our studio, then delivered and installed at your site.

Step 4 – Celebrate the Unveiling

We'll coordinate with you for a media day and community unveiling — giving your town a powerful new landmark that honors our heroes and attracts travelers for decades to come.

Please Contact us with questions:

Bubba & Maria Sorensen [515-306-4290 or maria@mohmurals.com]

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FREEDOM ROCK FOUNDATION

- Creating New and Unique Veterans Murals and Memorials
- Maintaining the existing Freedom Rocks around the state and country

<https://www.freedomrock.foundation/>

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