

NATIONAL CONSTITUTION CENTER

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FOR IMMEDIATE RELEASE

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YOUNG BUCKS COUNTY ACTRESS LANDS STARRING ROLE IN NATIONAL CONSTITUTION CENTER'S STIRRING NEW TV COMMERCIAL

***Philadelphia company ShootersINC used cinematic special effects
to fuse America's past and present***

Philadelphia, PA (January 18, 2012) – As part of the landmark commemoration of the Constitution's 225th anniversary in 2012, the National Constitution Center is launching its first comprehensive brand campaign since opening in 2003. Created in partnership with local brand conversation agency Neiman, the newly unveiled brand celebrates the Constitution's legacy of freedom. The first tangible representation of the Center's new brand is a 30-second TV commercial set to debut on January 19, 2012. The dramatic TV spot illuminates the National Constitution Center experience while evoking the freedom, perseverance and American pride that our founding document inspires.

The commercial features a young actress incorporated into key historical moments that illustrate struggles for freedom throughout American history. She first appears as a child laborer in the early 1900s, then as a protester in the Civil Rights movement, and finally as an immigrant passing by the Statue of Liberty upon arrival at Ellis Island. The commercial also references some of America's most emotional and poignant times, including the attack on September 11, 2001 and the flag-raising on Iwo Jima.

Kiera McNeill, an 11-year-old actor from Telford, PA, was cast as the star of the commercial. A native of Detroit, Michigan, McNeill has been active in community theater and dance since the age of five. She signed with Cathy Parker Management, Inc. at the age of 10 after placing in

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the top five of a national talent competition. Her commercial work includes appearances in advertisements for Koo Koo Birds, Hasbro Crib Life Dolls, Koo Koo Puppy, and Lite Sprites. McNeill works with acting coach Donald McKenna.

“It is a huge blessing to be part of a project that deals with a subject that is near and dear to me and my family,” said McNeill. “I hope a lot more people will now come to the National Constitution Center to see how much fun it can be to learn about America’s history.”

The TV effort was created and led by Neiman who managed the process from concept development through to production. To create the commercial’s unique cinematic effects, Neiman turned to Philadelphia-based company ShootersINC, a nationally recognized leader in commercial post production and broadcast design. Ed Mendez, compositing supervisor at DIVE (the cinema services division of ShootersINC), created rough composites on the set to ensure that the actor’s size and perspective matched the historic footage. Utilizing tools and techniques used to produce visual effects for feature films, the VFX team at DIVE combined Kiera McNeill’s live-action footage with historic images while meticulously finessing lighting, shading and texture to create a seamless visual combination. This same technology was famously used in the 1994 blockbuster film and Academy Award winner for Best Visual Effects, *Forrest Gump*, in which the title character engages with famous figures throughout American history.

About ShootersINC

ShootersINC is a full-service production and post house that blends talent, technology and client service to provide a superior level of quality and creativity. Shooters’ client base consists of ad agencies, production companies, political consultants, PR firms and corporations. For more information, visit www.shootersinc.com.

About DIVE

DIVE is the visual effects, DI and film finishing division of ShootersINC, led by veteran visual effects supervisor Mark O. Forker. As one of the East Coast’s premier postproduction facilities for film finishing services, DIVE offers filmmakers the opportunity to complete visual effects,

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digital intermediates and titles by coupling creative continuity with an integrated workflow. For more information, visit www.divevisual.com.

About Neiman

Neiman is a full-service brand conversation agency that creates memorable experiences in every channel – digital, broadcast, print, ambient, social and earned media. They have offices in Philadelphia and Harrisburg, PA, and a range of national, international and regional clients that include Capital BlueCross, Dietz & Watson, the National Constitution Center, Sunoco and Trex. For more information, visit www.neimangroup.com.

About the National Constitution Center

The National Constitution Center is the first and only nonprofit, nonpartisan institution devoted to the most powerful vision of freedom ever expressed: the U.S. Constitution. Located on Independence Mall in Historic Philadelphia, the birthplace of American freedom, the Center illuminates constitutional ideals and inspires active citizenship through: a state-of-the-art museum experience, including hundreds of interactive exhibits, films and rare artifacts; must-see feature exhibitions; the internationally acclaimed, 360-degree theatrical production *Freedom Rising*; and the iconic *Signers' Hall*, where visitors can sign the Constitution alongside 42 life-size, bronze statues of the Founding Fathers. As America's forum for constitutional dialogue, the Center engages diverse, distinguished leaders of government, public policy, journalism and scholarship in timely public discussions and debates. The Center also houses the Annenberg Center for Education and Outreach, the national hub for constitutional education, which offers cutting-edge civic learning resources both onsite and online. Freedom is calling. Answer it at the National Constitution Center. For more information, call 215.409.6700 or visit www.constitutioncenter.org.

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