

NATIONAL CONSTITUTION CENTER

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FOR IMMEDIATE RELEASE

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NATALIE T. MORRISON NAMED NEW NATIONAL CONSTITUTION CENTER AUDIENCE DEVELOPMENT MANAGER

Philadelphia, PA (February 11, 2005) – Natalie T. Morrison, Floor Manager at the National Constitution Center on Independence Mall, has been named the Center's new Audience Development Manager.

As Audience Development Manager, Morrison will become a member of the marketing department. In her new role, she will be responsible for community relations activities and developing initiatives to attract new audiences. Some of those initiatives include expanding the museum's offerings to include children's birthday parties, group sleepovers and a volunteer program.

"Natalie's positive and proactive attitude has served the National Constitution Center well over the past two years, and her energy, creativity and fun ideas will be an asset in serving and attracting even more visitors moving forward," said Richard Stengel, President and CEO of the Center.

Morrison, a resident of Philadelphia, had served as Floor Manager since May 2003. In this position, she recruited, hired, trained, managed and evaluated all front line staff at the museum. Morrison's responsibilities also included the development and design of customer service training for Constitution Center staff.

Prior to her work at the National Constitution Center, Morrison spent two years at the Philadelphia Sports Club, as Front Desk Manager and then as Assistant Manager. In this role, she recruited members through sales and promotions, and acted as a staff supervisor.

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Morrison also previously worked at Foresite Sports, Inc. in Lafayette Hill and The Sporting Club at the Bellevue in Philadelphia.

Morrison graduated in 2001 with a Bachelors of Science degree in Sport and Recreation Management from the School of Tourism and Hospitality Management at Temple University in Philadelphia. She also earned a Certificate in Professional Meeting Planning from Temple University in May 2004.

ABOUT THE NATIONAL CONSTITUTION CENTER

Admission to the National Constitution Center is \$7 for adults and \$5 for seniors ages 62 and up, children ages 4-12, and military personnel. Group rates are also available. Day of Service volunteers will receive discount coupons for the 17th when they register to volunteer. For more information, call 215.409.6600 or visit www.constitutioncenter.org.

The National Constitution Center, located at 525 Arch St. on Philadelphia's Independence Mall, is an independent, nonpartisan, nonprofit organization dedicated to increasing public understanding of the U.S. Constitution and its relevance to Americans' daily lives. Opened on July 4, 2003, the museum dramatically tells the story of the Constitution from Revolutionary times to the present through more than 100 interactive, multimedia exhibits, film, photographs, text, sculpture and artifacts, and features a powerful, award-winning theatrical performance, "Freedom Rising". The Center also houses the Annenberg Center for Education and Outreach, which serves as the hub for national constitutional education and debates, and as a home for visiting scholars. Also, serving as a nonpartisan forum for constitutional debate, the Center presents – without endorsement – programs that contain diverse viewpoints on a broad range of issues. For more information, call 215.409.6600 or visit www.constitutioncenter.org.

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