

NATIONAL CONSTITUTION CENTER

525 Arch Street | Independence Mall
Philadelphia | PA 19106 | T 215 409 6600 | F 215 409 6650
www.constitutioncenter.org

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CONTACTS: Denise Venuti Free
Director of Public Relations
215.409.6636
dvfree@constitutioncenter.org

Ashley Berke
Public Relations Coordinator
215.409.6693
aberke@constitutioncenter.org

NATIONAL CONSTITUTION CENTER HONORED WITH 2006 PEPPERPOT AWARD FROM THE PUBLIC RELATIONS SOCIETY OF AMERICA

Philadelphia, PA (December 1, 2006) – The National Constitution Center was presented with a 2006 Pepperpot Award in the Special Events and Observances (8 days or more) category from the Public Relations Society of America at the Annual Pepperpot & Achievement Awards on Thursday, November 30, 2006. The Center was honored along with the Greater Philadelphia Tourism Marketing Corporation for their public relations campaign for Benjamin Franklin's 300th birthday celebration, centered on the *Benjamin Franklin: In Search of a Better World* exhibition, which made its world premiere at the Center from December 15, 2005 through April 30, 2006.

The campaign consisted of innovative and fun events that reflected Franklin's spirit and enticed people to visit Philadelphia and see the exhibition. The challenge was to transform a one-day remembrance into a year-long tourism-driver, and to generate museum attendance during the slowest time of the year.

The highly successful campaign generated thousands of media stories, including features in *USA Today*, *The New York Times*, and *The Chicago Tribune*. In addition, the *CBS Evening News* with Bob Schieffer broadcast live from the Center during the world premiere party of the exhibition. Franklin also made appearances on *Good Morning America*, *The Early Show*, CSPAN's *Washington Journal*, the Weather Channel, and the *Colbert Report*. Attendance to the National Constitution Center doubled in the months of

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ADD ONE/PEPPERPOT AWARD

January and February over those same months the previous year. The month of April also broke all previous monthly attendance records, even surpassing the Center's first month of operations!

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 the ideas and values it represents. Opened on July 4, 2003, the Constitution Center is a museum, an education center, and a forum for debate on constitutional issues. 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. Also, serving as a nonpartisan forum for constitutional discourse, the Center presents – without endorsement – programs that contain diverse viewpoints on a broad range of issues. The Center is also the home of the Liberty Medal award, presented annually as a lasting legacy to the 200th anniversary of the Constitution. For more information, call 215.409.6700 or visit www.constitutioncenter.org.

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