

NATIONAL CONSTITUTION CENTER

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FOR IMMEDIATE RELEASE

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NATIONAL CONSTITUTION CENTER'S 'FREEDOM RISING' TO BE HONORED WITH COVETED THEA AWARD FROM THEMED ENTERTAINMENT ASSOCIATION

PHILADELPHIA, PA (November 18, 2004) – The National Constitution Center's signature multimedia theatrical presentation "Freedom Rising" will be honored with an internationally-recognized Thea Award from the Themed Entertainment Association (TEA). The award will be presented at the 11th Annual Thea Awards Gala on February 5, 2005 at the Disneyland Hotel in Anaheim, California.

Created in 1994 to recognize achievement, talent and personal excellence within the themed entertainment industry, the Thea Awards are internationally recognized as the equivalent of an Oscar in that industry. Each year, over one hundred highly qualified achievements from all over the world compete for between 12 and 18 awards.

The National Constitution Center's "Freedom Rising" will receive a Thea Award for Outstanding Achievement in the category of Museum Attraction. "Freedom Rising" is a state-of-the-art multimedia theater experience dedicated to connecting visitors—in a direct, engaging, and unforgettable way—with the story of the U.S. Constitution. This 345-seat theater-in-the-round production incorporates one actor, 360° projection, surprise scenic elements, theatrical lighting, and a dynamic surround soundtrack. The production creates a magical environment in which visitors come to see themselves as a force in the life of the Constitution and the Constitution as an on-going force in all our lives in this country.

Since the museum's opening in July 2003, "Freedom Rising" has garnered praise from regional theatre critics as well as recognition from the American Association of Museums' 2004 MUSE Awards.

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ADD ONE/CONSTITUTION CENTER WINS THEA AWARD

The annual Thea Awards are presented by the TEA, a worldwide nonprofit association representing the creators of compelling places and experiences. For more information about TEA or this year's Thea Awards, visit www.themeit.com.

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 3, 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 contains diverse viewpoints on a broad range of issues.

The National Constitution Center is open seven days a week, and admission is \$7 for adults and \$5 for seniors ages 62 and up, children ages 4-12, and active military personnel. Group rates are also available. For more information, call 215.409.6600 or visit www.constitutioncenter.org.

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EDITOR'S NOTE: A complete list of 2005 Thea Award Recipients follows.



11th Annual Thea Award Recipients

Awards to be presented at the 11th Annual Thea Awards Gala
February 5, 2005 at the Disneyland Hotel, Anaheim, California

Thea Lifetime Achievement Award: **Barry Upson**

Thea Classic: **D'Efteling Park**, The Netherlands

Thea Awards for Outstanding Achievement

Category

Attraction: **Revenge of the Mummy**, Universal Orlando

The Challenge of Tutankhamon, Walibi Belgium, StarParks Europe

Attraction with Technological Breakthrough: **Mission: SPACE**, Walt Disney World, Orlando

Technology: **Lucky the Dinosaur**, Walt Disney Imagineering

Live Show: **Aladdin**, Disneyland, Anaheim, CA

Museum Attraction: **Freedom Rising**, National Constitution Center, Philadelphia

Children's Museum on a Limited Budget: **The Imagination Workshop**, City of Temecula, CA

Museum: **The Spy Museum**, Washington, DC; The Malrite Company

Visitor Center: **The Ford Rouge Factory Tour**, Dearborn, Michigan; Ford Motor Company

Marine Park: **uShaka Marine World**, Durban, South Africa; Durban Marine Theme Park Pty.

Traveling Exhibit: **Jurassic Park Institute Tour**, Japan; Nakashima International

Traveling Exhibit, Limited Budget: **Action! An Adventure in Movie-making**. Museum of Science and Industry, Chicago

Museum Exhibit, Limited Budget: **Health Royale**. The Avampato Discovery Museum, Charleston, West Virginia

Extreme Makeover: **Greenfield Village**. The Henry Ford, Dearborn, Michigan

The annual Thea Awards are presented by the TEA, a worldwide nonprofit association representing the creators of compelling places and experiences. Membership is open to individuals and firms that create, design, fabricate and build themed entertainment and experience design projects and events, or individuals and firms that provide supporting services to the industry. For more information about the TEA or the Thea Awards, please contact Raina Ross, 818-843-8497 or email raina@themeit.com.

Deadline for submissions for the next Thea Awards judging cycle is approximately June 30, 2005 and will include projects that opened or events that took place between July 1, 2003 and June 30, 2005. Information about the awards is available at the TEA website, www.themeit.com.

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