

FOR IMMEDIATE RELEASE

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**HEADED TO THE WHITE HOUSE TAKES VISITORS FROM THE CAMPAIGN TRAIL TO INAUGURATION DAY**

*Timed to coincide with the 2016 Election Year, Headed to the White House is uniquely created to engage students, teachers, and families with the election season*

***Exhibit Opens Friday, February 12***

Philadelphia (January 19, 2016) – On Friday, February 12, 2016, the National Constitution Center will open *Headed to the White House*, a timely new exhibit designed to engage students, families and visitors of all ages with the presidential election season. *Headed to the White House* was created by the National Constitution Center and uses artifacts, interactives, multimedia, and role playing opportunities to guide visitors along the campaign trail and into the Oval Office.

The exhibit is timed to coincide with the 2016 presidential election and the National Democratic Convention taking place this July in Philadelphia.

“Every four years, Americans come together to debate the meaning of the Constitution and to elect the president of the United States,” said National Constitution Center President and CEO Jeffrey Rosen. “In this engaging exhibit, visitors can educate themselves about the history of presidential campaigns and the constitutional values that unite us in the electoral process.”

The *Headed to the White House* journey begins with **Election History**. Three historic elections – Martin Van Buren and William Henry Harrison in 1840, Franklin Roosevelt and Herbert Hoover in 1932, and Richard Nixon and Hubert Humphrey in 1968 – provide the framework for visitors to explore how presidential elections have changed, and have remained the same, for over 200 years. Highlights include fun presidential facts and an introduction to how constitutional amendments have influenced the election process.

In **Join the Race**, visitors officially launch their campaigns and begin to discover if they are “presidential material.” Highlights include an interactive speech coach and a “craft your own campaign message” activity. National conventions then take center stage in **Earn the Nomination**. Visitors enter the floor of a convention featuring all 50 states to uncover the primary election and caucus process for winning a major party nomination. Highlights include a campaign manager interactive where visitors make the decisions to try to win a primary election, a “campaign worker chart” exploring who’s who on a candidate’s staff, historic footage from Democratic and Republican national conventions, and a “create your own campaign sticker” craft activity.

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Page 2/2 NEW EXHIBIT: *Headed to the White House*

With the nomination secured, it is a sprint to Election Day in **Win the Election**. This section focuses on the general election, the Electoral College, debates, campaign finance, and of course, advertising. Here, visitors can “meet the masses” to practice their presidential handshake and create their own campaign commercials with the Center’s “Ad-o-Matic” interactive. Through a continued focus on the constitutional amendments, visitors also learn about voting rights and how the methods we use to vote have changed over time, culminating in a special election where visitors of all ages can vote for America’s best historic president.

The exhibit tour concludes on a celebratory note in **Take the Oath**. Here, visitors can discover what next steps lay ahead for the newly elected president, learn about the powers and duties of the president and what it is like to live in the White House, and enjoy a photo opportunity behind the desk in the Oval Office.

To complement the *Headed to the White House* experience, the National Constitution Center will offer a wide variety of museum visitor programming, including an exciting new quiz show, “270 or Bust”, in which visitors compete to win electoral votes by answering election-themed trivia questions. “270 or Bust” and other visitor programming are included with admission.

In addition, the Center has designed presidential election themed packages for groups and will offer exhibit tours led by members of the museum’s education staff. The themed packages and educator-led tours are available with advanced reservations.

The National Constitution Center is located at 525 Arch Street on Philadelphia’s Independence Mall. The Center is open 9:30 a.m. to 5 p.m. Mondays through Saturdays and from noon to 5 p.m. on Sunday.

#### **Ticket Information**

##### ***Headed to the White House* February 12 – November 13, 2016**

Adults \$13.00; Children (4-12) \$8.00 through March 31 with the Winter Warm Up sale. After March 31, 2016 Adults \$17.50; Children (4-12) \$11.00 and Free for Members

Includes general admission to the National Constitution Center

#### **About the National Constitution Center**

The [National Constitution Center](http://constitutioncenter.org) in Philadelphia inspires active citizenship as the only place where people across America and around the world can come together to learn about, debate, and celebrate the greatest vision of human freedom in history, the U.S. Constitution. A private, nonprofit organization, the Center serves as America’s leading platform for constitutional education and debate, fulfilling its Congressional charter “to disseminate information about the U.S. Constitution on a non-partisan basis.” As the **Museum of We the People**, the Center brings the Constitution to life for visitors of all ages through interactive programs and exhibits. As **America’s Town Hall**, the Center brings the leading conservative and liberal thought leaders together to debate the Constitution on all media platforms. As a center for **Civic Education**, the Center delivers the best educational programs and online resources that inspire, excite, and engage citizens about the U.S. Constitution. For more information, call 215-409-6700 or visit [constitutioncenter.org](http://constitutioncenter.org).

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