

FOR IMMEDIATE RELEASE

**CREATE YOUR OWN PRESIDENTIAL CAMPAIGN TELEVISION AD WITH
NATIONAL CONSTITUTION CENTER'S NEW "AD-O-MATIC"**

Online platform allows visitors to customize positive and negative television advertisements as a part of the National Constitution Center's new "Headed to the White House" exhibit

Philadelphia, PA (March 31, 2016) – Today, the National Constitution Center released "Ad-O-Matic" (bit.ly/NCC-adomatic), a platform for visitors to create their own campaign ads this election season. Featuring voiceover artist Laurel Katz, known for her work in hundreds of local, regional and national issue and campaign ads, the Ad-O-Matic allows visitors create entertaining custom television ads featuring themselves as the candidate. In tailoring their ads, users can choose a positive or an "attack" ad, and select up to three key issues including the economy, environment, healthcare, education and foreign policy.

The Ad-O-Matic is one of the most popular interactives in the National Constitution Center's new feature exhibit *Headed to the White House*. The exhibit uses artifacts, interactives, and multimedia to invite visitors to travel from the campaign trail to the Oval Office, all in one visit. *Headed to the White House* is open through Election Day.

The Ad-O-Matic was designed and developed by the National Constitution Center with ad agency Holton Sentivan + Gury.

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 for *Headed to the White House* (February 12 – November 13, 2016)

Through March 31: Adults \$13.00; Children (4-12) \$8.00

After March 31: Adults \$17.50; Children (4-12) \$11.00

Free for National Constitution Center Members

Includes general admission to the National Constitution Center

About the National Constitution Center

The [National Constitution Center](http://NationalConstitutionCenter.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.

Media Contacts:

David Helfenbein, (212) 981.5265, David_Helfenbein@dkcnews.com

Chris Pigott, (212) 981.5126, Chris_Pigott@dkcnews.com