



NATIONAL CONSTITUTION CENTER

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NATIONAL CONSTITUTION CENTER AND AMTRAK OFFER WHISTLE STOP TOUR PROMOTION *In conjunction with First Ladies: Political Role and Public Image exhibit*

Philadelphia, PA - The National Constitution Center is partnering with Amtrak during the run of the *First Ladies: Political Role and Public Image* exhibition. From October 5, through December 31, 2007, visitors will have the opportunity to be a part of *The Lady Bird Special*.

In October 1964, Lady Bird Johnson went on a whistle stop tour from Virginia to Louisiana, titled *The Lady Bird Special*. Truly fulfilling her role as presidential partner, she gave speeches to the residents of each state and distributed promotional items such as paper engineer hats, whistles, and salt water taffy with the words "Choose Lyndon" on the wrappers.

In honor of her successful tour by train, the National Constitution Center will create an online quiz with questions about Lady Bird Johnson and her whistle stop tour. The names of each participant will be entered into a drawing, and a winner will be chosen at random to win a prize.

In addition, the Center will hand out paper engineer hats at Amtrak's 30th Street Station, the National Constitution Center, and the Independence Visitors Center. Amtrak will also allow National Constitution Center visitors to use a 50% off companion fare code for travel on select days.

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ADD ONE/AMTRAK PROMOTION

From October 5 through December 31, 2007 the National Constitution Center will host *First Ladies: Political Role and Public Image*. The exhibition features more than two centuries of elegant inaugural and evening gowns, clothing and jewelry, White House furnishings and china, photographs and portraits, and campaign and personal memorabilia. It examines the demanding duties of the presidential partner and national hostess, explores how her role has evolved from ceremonial colleague to one of international celebrity and recognized political power, and illustrates the importance of the first lady's public image to the success of a presidential administration.

Admission to *First Ladies: Political Role and Public Image* is \$15 for adults, \$14 for seniors ages 65 and up, and \$9 for children ages 4-12. Active military personnel and children ages 3 and under are free. Group rates are also available. Admission to the Center's main exhibition, *The Story of We the People*, including the award-winning theater production "Freedom Rising", is included. For ticket information, call 215.409.6700 or visit www.constitutioncenter.org.

First Ladies is based on one of the Smithsonian's most visited permanent exhibitions and contains artifacts from the rarely traveled first ladies collection of the Smithsonian's National Museum of American History, Behring Center. Organized by the National Museum of American History and the Smithsonian Institution Traveling Exhibition Service (SITES), *First Ladies* is made possible by A&E Network. Macy's is the local presenting sponsor and NBC 10 is the official media partner for the Center's showing of *First Ladies*.

Funding for the National Constitution Center's changing exhibits program has been made possible through a \$1 million grant from the National Endowment for the Humanities.

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

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ADD TWO/AMTRAK PROMOTION

represents. The Center serves as 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, as a nonpartisan forum for constitutional discourse, the Center presents – without endorsement – programs that contain diverse viewpoints on a broad range of issues. For more information, call 215.409.6700 or visit www.constitutioncenter.org.

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