



NATIONAL CONSTITUTION CENTER

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FOR IMMEDIATE RELEASE

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FIRST LADY LAURA BUSH TOURS THE *FIRST LADIES: POLITICAL ROLE AND PUBLIC IMAGE* EXHIBIT AT THE NATIONAL CONSTITUTION CENTER

Philadelphia, PA (October 1, 2007) – **Mrs. Laura Bush** enjoyed a tour of the National Constitution Center's latest temporary exhibition, *First Ladies: Political Role and Public Image*, this morning with the Center's President and CEO Joseph M. Torsella and Dr. Stephen Frank, Vice President of Education and Exhibits. The exhibit opens October 5 and runs through December 31, 2007.

"I want to encourage people to visit the National Constitution Center and see this exhibit," said Mrs. Laura Bush. "First ladies throughout our entire history have been very influential both to their husbands, but also to our country. And I think we see that in this show."

"Mrs. Bush's leadership in the areas of reading and education, health care and public diplomacy carries forward a remarkable tradition of civic engagement on the part of our nation's first ladies. Our country is blessed to have had so many strong, intelligent, and accomplished women serve as first lady and use their office to champion social causes for the benefit of all Americans."

For more than two hundred years, America's first ladies have fascinated generations, influenced politics and style, advocated for social causes, and navigated an unpaid,

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ADD ONE/LAURA BUSH VISIT

unelected, and difficult role. ***First Ladies: Political Role and Public Image***, celebrates the remarkable individuals who have occupied this demanding post. The showing of *First Ladies* at the National Constitution Center is the last stop on the exhibit's national tour.

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*.

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.

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by seven regionally based retail divisions – Macy's East, Macy's Florida, Macy's Midwest, Macy's North, Macy's Northwest, Macy's South, and Macy's West – and an online store at macys.com. Macy's East is based in New York City and operates approximately 171 stores in 12 states. For additional media materials, please visit our online pressroom at www.macys.com/pressroom.

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ADD TWO/LAURA BUSH TOUR

NBC 10, one of 10 Owned & Operated NBC television stations, is located in Bala Cynwyd, Pa., a suburb of Philadelphia. Millions of viewers throughout Greater Philadelphia, Lehigh Valley, South Jersey and Delaware tune into NBC 10 everyday for the most up-to-date news, weather, sports, consumer, health and traffic reports. Viewers also tune in daily to watch the “10!” show; an upbeat, one-hour lifestyle and entertainment show featuring local, national and internationally known celebrities. The program airs ‘live’ Monday through Friday at 10 a.m. Recognized as the #1 web site (www.nbc10.com) in the top 50 markets, NBC10.com was recently awarded with the prestigious National Edward R. Murrow Award.

A&E Network brings viewers the *art of entertainment* through a unique combination of three genres – biography, documentary and drama. A&E offers a diverse mix of programming ranging from original movies, to relevant documentary specials and series, including the Emmy Award-winning series Biography®, to dramatic series and contemporary performances.

The Smithsonian Institution Traveling Exhibition Service (SITES) has been sharing the wealth of Smithsonian collections and research programs with millions of people outside Washington, D.C., for more than 50 years. SITES connects Americans to their shared cultural heritage through a wide range of exhibitions about art, science, and history, which are shown wherever people live, work, and play. Exhibition descriptions and tour schedules are available at www.sites.si.edu.

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. 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

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ADD THREE/LAURA BUSH TOUR

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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Downloadable images and complete press kit available at:
www.constitutioncenter.org/PressRoom/ChangingExhibits/

For additional images, please visit:
<ftp://sitequest:9getfiles9@ftp.si.edu/> (username: sitesquest, password: 9getfiles9)