

NATIONAL CONSTITUTION CENTER

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FOR IMMEDIATE RELEASE

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NATIONAL CONSTITUTION CENTER “TAPS INTO” AREA RESTAURANTS, HOTELS, AND CULTURAL INSTITUTIONS TO PROMOTE PHILADELPHIA’S RICH PROHIBITION ERA HISTORY

Philadelphia, PA – From the stage to the screen to the catwalk, there is no denying that nostalgia for the 1920s is sweeping the nation – perhaps nowhere more so than in Philadelphia! In connection with the world-premiere exhibition *American Spirits: The Rise and Fall of Prohibition*, exciting events and promotions are “brewing” between the National Constitution Center and area restaurants, hotels, and cultural institutions to promote Philadelphia’s rich Prohibition era history.

RESTAURANTS/BARS:

Established in 2008, **Philly Beer Week** is the largest beer celebration of its kind in America, featuring hundreds of festivals, dinners, tours, pub crawls, tastings, and meet-the-brewer nights throughout Greater Philadelphia. Through a partnership with Philly Beer Week, the Center will distribute special coupons designed as coasters to over 50 restaurants and bars across the region. The *American Spirits* exhibition also will be prominently featured on Philly Beer Week’s website and mobile application. On **Thursday, November 15, 2012**, the Center will serve as the venue for **Philly Beer Week’s Bathtub Beer Fest**. This Prohibition-era event features old-fashioned styles and new varieties of beer from over 20 different breweries. Guests also will enjoy access to *American Spirits*, as well as the opportunity to chat with exhibition curator Daniel Okrent, Pulitzer Prize finalist and author of *Last Call: The Rise and Fall of Prohibition*. Tickets for this event are \$45 and can be purchased at phillybeerweek.org.

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ADD ONE/PROHIBITION PARTNERS

In addition, the Center is working with exclusive restaurant partners including **McGillin's Olde Ale House**, **The Farmers' Cabinet**, **Drinker's Tavern**, and **The Prohibition Taproom** to create special Prohibition-themed events, prizes, and giveaways, as well as discount ticket opportunities for patrons in connection with the exhibition. Local boutique **Art in the Age of Mechanical Production** also will host a Prohibition-themed art exhibition and cocktail party in January in connection with *American Spirits*.

BATCH 19, a special pre-Prohibition style lager made from a recipe found in the Coors Brewing Company basement archives, will host a **Repeal Day Celebration** at **XfinityLive** on **Wednesday, December 5, 2012**. Guests will celebrate the anniversary of the ratification of the 21st Amendment, which repealed Prohibition, and enjoy beverage specials by BATCH 19.

City Food Tours has developed a new "**Prohibition Cocktail Tour**" in connection with the Center's exhibition. Offered the 2nd and 4th Saturdays of each month, this two-hour tour introduces guests to three Philadelphia hotspots where participants will enjoy unique Prohibition-era cocktails. Tour guides will share stories, slang, and captivating images from the era. Tour cost is \$55 per person. National Constitution Center visitors will enjoy 10% off the ticket price when they order tickets online at CityFoodTours.com using the special promotion code printed on their museum receipt. City Food Tours also is offering a special combination ticket for the "Prohibition Cocktail Tour" and the Center's *American Spirits* exhibition.

HOTELS:

The Center, in partnership with the Greater Philadelphia Tourism Marketing Corporation will host a bartender contest on **Tuesday, November 27, 2012** at Philadelphia's newly opened **Hotel Monaco** by Kimpton. Bartenders from Philadelphia area hotels will compete for the title of "Best Prohibition Style Cocktail" at the Stratus Rooftop Bar and Lounge.

The Center is working with hotels in the Greater Philadelphia region to create a special Prohibition package. Participating hotel guests will receive a one- or two-night stay (valid for any day of the week) and two tickets to *American Spirits: The Rise and Fall of Prohibition* at the National Constitution Center.

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ADD TWO/PROHIBITION PARTNERS

TRANSPORTATION:

The National Constitution Center and SEPTA are partnering to debut the **Speakeasy Silverliner – the first-ever interior-wrapped SEPTA Silverliner V train car**, in celebration of the *American Spirits* exhibition. The car will feature bootleggers, flappers, and lawmen, and will be decked from floor to ceiling with images from this extraordinary era in American history. The Speakeasy Silverliner will debut on **Thursday, October 25, 2012**, and will travel on different regional rail lines throughout the run of the exhibition. Travelers who find themselves aboard the Speakeasy Silverliner are encouraged to take a photo on the train and post it to Twitter using the hashtag #NCCSpeakeasy or to Facebook tagging both the Center and SEPTA for a chance to win a pair of tickets to the exhibition.

CULTURAL INSTITUTIONS:

Partnerships with Philadelphia cultural institutions will result in attractive discounts for visitors such as a \$2.00 reciprocal discount with **Eastern State Penitentiary**, which boasts a significant piece of Philadelphia's Prohibition history as the one-time home of the infamous Al Capone. The Penitentiary has loaned an intake card of an inmate incarcerated on charges of bootlegging to the National Constitution Center for display in the organized crime section of the *American Spirits* exhibition. This marks the first time Eastern State has loaned an artifact to another institution for display.

The Center is partnering with the **African American Museum in Philadelphia (AAMP)** to offer reciprocal discounts of \$2 off admission to visitors in connection with the *American Spirits* exhibition and the groundbreaking, new exhibition *Come See About Me*, opening at AAMP on **Friday, January 25, 2013**.

Also highlighting the significance of music during the Prohibition era, the **Opera Company of Philadelphia** will host two musical events at the Center during the run of the *American Spirits* exhibition. Participants will perform a Random Act of Culture on **Sunday, November 11, 2012**, and the Opera Company will perform a program of music from the Prohibition era on **Saturday, January 26, 2013**.

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ADD THREE/PROHIBITION PARTNERS

Other local cultural partners include **Elfreth's Alley** and the **Philadelphia Museum of Art**.

GROUP PACKAGES:

To tap into the adult group tour audience, the Center is creating custom Prohibition packages for groups of 20 or more.

“Travel Back in Time”

Immerse yourself in the Roaring '20s with a day full of flappers, murder, and mystery with this special group package created in partnership with the **Moshulu Restaurant** and **SugarHouse Casino**. Your day begins with a tour of the world-premiere exhibition *American Spirits: The Rise and Fall of Prohibition* at the National Constitution Center. Then, climb aboard the world's oldest and largest 4-masted ship still afloat, the Moshulu, for a three-course plated luncheon with Prohibition-themed dessert. Guests must work together to uncover a killer during the “Dead Men Don't Speakeasy” show. Is it the songstress? The club owner? The Maitr d'? After lunch, try your luck at SugarHouse Casino with \$20 in free slot play. The “Travel Back in Time” package is \$72.00 per person and is available for groups of 20 or more on Mondays from October 19, 2012 through April 28, 2013.

“The Ultimate Prohibition Experience”

The “Ultimate Prohibition Experience” group package – created in partnership with **Resorts Casino Hotel in Atlantic City**, the **Moshulu Restaurant**, and **Eastern State Penitentiary** – showcases Prohibition's rich history in Philadelphia and the surrounding area. The package includes a two night stay at Resorts Casino Hotel on the boardwalk in Atlantic City, NJ; a tour of the *American Spirits* exhibition at the National Constitution Center; the “Dead Men Don't Speakeasy” murder mystery show and a three-course plated luncheon and dessert aboard the Moshulu Restaurant; and a tour of the Eastern State Penitentiary historic site. Participants also will enjoy a Prohibition Trolley tour of Atlantic City with lunch, receive \$20 in free slot play at Resorts Casino Hotel and two all-you-can-eat buffets, and see a spectacular revue show (based on availability) at Resorts Casino Hotel. The “Ultimate Prohibition Experience” package is \$199.52 per person and is available for group booking from October 19, 2012 through April 28, 2013.

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ADD FOUR/PROHIBITION PARTNERS

“Prohibition Era Classics”

The “Prohibition Era Classics” group package is the perfect daylong outing for lovers of history and music. The day begins with a tour of the *American Spirits* exhibition at the National Constitution Center, followed by the “Dead Men Don’t Speakeasy” murder mystery show and three-course plated luncheon and dessert aboard the **Moshulu Restaurant**. The day concludes with the sounds of the **Philadelphia Orchestra** in concert in Verizon Hall at the **Kimmel Center for the Performing Arts**. Groups will enjoy a Friday or Sunday afternoon matinee concert and a special treat at the PECO bar inside the Kimmel Center, on behalf of the Orchestra. The “Prohibition Era Classics” package is \$73.50 per person and is available for group booking on Fridays and Sundays from October 19, 2012 through April 28, 2013.

For more information or to book any of these Prohibition group packages, contact groupsales@constitutioncenter.org.

From October 19, 2012 through April 28, 2013, the era of flappers and suffragists, bootleggers and temperance lobbyists, and real-life legends like Al Capone and Carry Nation will come vividly to life in the National Constitution Center’s world-premiere exhibition *American Spirits: The Rise and Fall of Prohibition*. Spanning from the dawn of the temperance movement, through the Roaring ’20s, to the unprecedented repeal of a constitutional amendment, this first comprehensive exhibition about Prohibition will explore America’s most colorful and complex constitutional hiccup.

American Spirits: The Rise and Fall of Prohibition is created by the National Constitution Center and curated by Daniel Okrent, Pulitzer Prize finalist and author of *Last Call: The Rise and Fall of Prohibition*. Following its debut at the Center, the exhibition will embark on a nationwide tour.

Admission to *American Spirits: The Rise and Fall of Prohibition* is \$17.50 for adults, \$16 for seniors and students, and \$11 for children ages 4-12. Active military personnel and children ages 3 and under are free. Group rates also are available. Admission to the Center’s main exhibition, *The Story of We the People*, including the award-winning theatrical production *Freedom Rising*, is included. For ticket information, call 215.409.6700 or visit www.constitutioncenter.org.

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ADD FIVE/PROHIBITION PARTNERS

American Spirits: The Rise and Fall of Prohibition has been made possible in part by a major grant from the National Endowment for the Humanities: Exploring the human endeavor.

6abc, Fox 29, and Comcast Spotlight are the local media partners for the exhibition.

The National Constitution Center is the first and only nonprofit, nonpartisan institution devoted to the most powerful vision of freedom ever expressed: the U.S. Constitution. Located on Independence Mall in Historic Philadelphia, the birthplace of American freedom, the Center illuminates constitutional ideals and inspires active citizenship through a state-of-the-art museum experience, including hundreds of interactive exhibits, films and rare artifacts; must-see feature exhibitions; the internationally acclaimed, 360-degree theatrical production *Freedom Rising*; and the iconic *Signers' Hall*, where visitors can sign the Constitution alongside 42 life-size, bronze statues of the Founding Fathers. As America's forum for constitutional dialogue, the Center engages diverse, distinguished leaders of government, public policy, journalism and scholarship in timely public discussions and debates. The Center also houses the Annenberg Center for Education and Outreach, the national hub for constitutional education, which offers cutting-edge civic learning resources both onsite and online. Freedom is calling. Rock it out at the National Constitution Center. For more information, call 215.409.6700 or visit www.constitutioncenter.org.

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