



NATIONAL CONSTITUTION CENTER

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FOR IMMEDIATE RELEASE

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MACY'S TO SPONSOR FIRST LADIES: POLITICAL ROLE AND PUBLIC IMAGE AT THE NATIONAL CONSTITUTION CENTER

Philadelphia, PA – Macy's will serve as the local presenting sponsor of *First Ladies: Political Role and Public Image*, on display at the National Constitution Center from October 5 through December 31, 2007.

"We are delighted that Macy's is a sponsor of this remarkable exhibition," says National Constitution Center President and CEO Joseph M. Torsella. "We cannot think of a better partner for this project and we are grateful for their support."

"Macy's is thrilled to be a part of this extraordinary exhibit, which celebrates some of this country's true style icons – our first ladies," says Ed Goldberg, Senior Vice-President of Consumer and Government Affairs for Macy's. "Apart from a long history of fashion and style, the Macy's name is also part of America's heritage, and it makes perfect sense for us to partner with the National Constitution Center on this display."

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,

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ADD ONE/MACY'S SPONSORSHIP

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.

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.

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ADD TWO/MACY'S SPONSORSHIP

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 houses the Annenberg Center for Education and Outreach, which serves as the hub for national constitutional education. For more information, call 215.409.6700 or visit www.constitutioncenter.org.

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