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**FOR IMMEDIATE RELEASE**  
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***HEADED TO THE WHITE HOUSE EXHIBITION***  
**TO OPEN JANUARY 17 AT OMAHA CHILDREN'S MUSEUM**

Omaha, NE – "I do solemnly swear that I will faithfully execute the office of President of the United States, and will to the best of my ability, preserve, protect and defend the Constitution of the United States." Once every four years, the entire nation has the opportunity to get involved in a single act of citizenship, and then our newly elected president stands before us to declare this powerful oath. But what goes into the exhilarating, and sometimes bumpy, path to the presidency? Students and families will have the opportunity to connect with the excitement, pageantry, and importance of presidential elections with the new exhibition, ***Headed to the White House***, developed by the National Constitution Center. The 3,000 square foot exhibition will open in Omaha on January 17, 2009, just prior to the January 20 presidential inauguration. The exhibit will remain open through April 12.

*Headed to the White House* will offer role-playing opportunities and use multimedia and interactive experiences to convey the importance and excitement of America's fundamental rite. Visitors will learn about the electoral process, the issues and candidates in the 2008 race, and the fascinating history of presidential elections.

"Omaha Children's Museum is honored to have been selected to be the first museum to host this wonderful exhibition following its debut at the National Constitution Center," said Lindy Hoyer, Omaha Children's Museum executive director. "Headed to the White House is the perfect opportunity to reflect on the political process, especially during the inauguration and the beginning of a new presidential term at this very important time in our nation's history. This exhibit exposes children, at a very young age, to the possibility of seeing themselves in civic roles in their future."

"We are very pleased that Headed to the White House will travel to the Omaha Children's Museum following its premiere at the National Constitution Center," said

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## ADD ONE/HEADED TO THE WHITE HOUSE

Center President and CEO Joseph M. Torsella. "We developed this exhibition for young people, and having it presented by one of the nation's leading children's museums fulfills our goal to inspire a new generation of active citizens."

Guests will be engaged from the moment they cross the gallery threshold, as they start by viewing events from the 2008 campaign that took place at the National Constitution Center, including Barack Obama's speech on race, the Pennsylvania Democratic primary debate, and a John McCain Town Hall meeting.

The exhibition begins with an overview that takes visitors through the history of elections and how they have changed over time. Three historic elections are featured: 1840 (Martin Van Buren vs. William H. Harrison), 1932 (Herbert Hoover vs. Franklin Delano Roosevelt), and 2008. The stories of these presidential contests are told through songs, slogans, and speeches. In this section, visitors can also see a towering collection of over 200 campaign buttons from throughout history.

The next stop in the exhibit, "You're in the Race," gives visitors an introduction to the players involved in the election process, from the presidential hopeful to the active citizen. Role-playing activity stations and computer interactives allow guests to play the part of a candidate, campaign manager, journalist, or engaged citizen, and place them on the campaign front to learn first-hand the roles and responsibilities of each. Visitors will have the opportunity to practice a presidential speech, star in a campaign commercial, create interview questions for the candidates, and share their opinions about which candidate they are supporting.

The next exhibit area, "The Race is On," takes visitors on the journey from primaries and caucuses and the national party conventions to Election Day. Visitors will experience how the official party candidates are chosen and will be given the opportunity to create their own party platform. Potential presidents will have the chance to stand at the podiums where Senators Hillary Clinton and Barack Obama stood during the

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## ADD TWO/HEADED TO THE WHITE HOUSE

Pennsylvania Democratic primary debate at the National Constitution Center. “The Race is On” also includes a recreation of the floor of a national convention and includes election information from all 50 states, Washington, D.C., and the territories, as well as video footage from the 2008 Democratic and Republican National Conventions. This section concludes with a dynamic multimedia voting booth, where visitors can cast a vote before the polls close and see the results.

The visitor exhibit experience culminates with a section called “Hail to the Chief,” which celebrates the triumph of reaching Inauguration Day. Visitors can stroll along the inaugural parade route featuring a history of presidential celebrations, ceremonies, and galas as they head to the White House and take a seat in the Oval Office, where they can have their picture taken.

The exhibit will also include an integrated package of curriculum material for educator use. To further augment the exhibition, Omaha Children’s Museum has developed a variety of special programs and family activities.

Admission to Omaha Children’s Museum is \$7 for children and adults ages 2-59, \$6 for seniors 60 and older. *Headed to the White House* is an additional \$2 for adults and children. Children under age 2 and Omaha Children’s Museum members are free. Group rates are also available.

This is the second traveling exhibition created by the National Constitution Center. The Center’s first exhibition was *Lincoln: The Constitution and the Civil War*, which premiered in June 2005 and is now traveling the country.

*Headed to the White House* is designed by Krent/Paffett/Carney Inc., a museum master-planning and exhibition design firm based in Boston. The project team includes museum consultant Janet Kamien, the exhibit developer and the Education and Exhibitions team at the National Constitution Center under Dr. Steve Frank, Vice President of Education and Exhibitions.

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*Headed to the White House* was made possible through the generous support of The Annenberg Foundation, The Pew Charitable Trusts, and The John S. and James L. Knight Foundation.

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### **About The National Constitution Center**

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. 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](http://www.constitutioncenter.org).

### **About Omaha Children's Museum**

Since its inception in 1976, Omaha Children's Museum has been a special place where children can challenge themselves, discover how the world works and learn through play. The mission of Omaha Children's Museum is to engage the imagination and create excitement about learning. The museum's permanent exhibits are all new following a \$6.6 million renovation. In addition to its permanent exhibits, Omaha Children's Museum offers educational programs, traveling exhibitions, field trips, outreach programs, summer camps and early childhood programs.

For more information visit <http://www.ocm.org>

#### **Museum Hours:**

Tuesday - Saturday 10 a.m. - 5 p.m.

Thursday 10 a.m. - 8 p.m.

Sunday 1 p.m. - 5 p.m.

Closed Monday and major holidays\*

\*open Monday on some school holidays

Children under 24 months, Free

Children ages 2-15, \$2

Adults ages 16-59, \$2

Seniors 60+, \$2

#### **Admission**

Members, Free

Children under 24 months, Free

Children ages 2-15, \$7

Adults ages 16-59, \$7

Seniors 60+, \$6

### ***Headed to the White House***

#### **Admission**

Members, Free