



NATIONAL SEPTEMBER 11
MEMORIAL & MUSEUM
AT THE WORLD TRADE CENTER

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**FOUNDATION TO BECOME NATIONAL SEPTEMBER 11
MEMORIAL & MUSEUM AT THE WORLD TRADE CENTER**

Change Reflects Mission to Commemorate National Tragedy

New Logo and Website Launched

September 11 Tribute Exhibition to Tour Country to Raise Awareness and Support

The World Trade Center Memorial Foundation today announced that it will now be called the National September 11 Memorial & Museum at the World Trade Center – in order to reflect more fully the Memorial and Museum’s commemoration of the September 11, 2001 attacks as a national tragedy that changed the course of history. The Memorial & Museum will honor those killed in the terrorist attacks of September 11, 2001, in New York City, Pennsylvania, and at the Pentagon, as well as those killed in the World Trade Center bombing on February 26, 1993, and will continue to emphasize the site-specific nature of building a tribute at the World Trade Center.

As part of a national outreach effort, the Memorial & Museum will bring a September 11 tribute exhibition to American towns and cities to raise awareness of and funds for the construction of the national tribute at Ground Zero. The public will be invited to sign steel beams to be used in the construction of the Memorial & Museum. The exhibition is expected to begin in Columbia, South Carolina, on September 10, 2007.

“What happened on September 11th wasn’t just an attack on New York – it was an attack on our nation and our way of life. The events of that day impacted all Americans and we need to remember that when we tell the story,” said New York City Mayor and National September 11 Memorial & Museum Chairman Michael R. Bloomberg. “It’s so important to make sure that our efforts are national in scope and that we bring the story to those who can’t come to New York. Only then will we truly realize our goal of making this a national memorial and museum. Those we lost deserve nothing less.”

“We are building a national symbol that, like the Statue of Liberty, tells us something about who we are as Americans. The re-naming of this project to the National September 11 Memorial at the World Trade Center reflects this national scope,” Memorial & Museum President and CEO Joe Daniels said. “Every day, we continue to build momentum for this

campaign, helping to ensure that the events of September 11th are told to future generations. We look forward to bringing this exhibition to cities around the country.”

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The Memorial & Museum has raised \$300 million towards its private fundraising goal of \$350 million. This figure includes funds to support capital and planning costs, as well as an initial endowment to support operations once the Memorial & Museum open.

Construction of the Memorial began in March 2006, with preliminary work to cover the original box beam columns that outline the perimeters of the Twin Towers. In August 2006, heavy construction work began to build the footings that will hold up the Memorial, Museum, and Plaza. Late this year, steel is expected to begin to rise at the site.

NEW LOGO AND WEBSITE LAUNCHED

The National September 11 Memorial & Museum launched a new logo, the core of a new visual identity, and a new website today to reflect the national scope of the organization’s mission. The logo and website are integrated with the national outreach effort.

The new visual identity for the organization consists of a new symbol, logotype, and integrated visual system applied to all expressions of the National September 11 Memorial & Museum. The logo is a creative interpretation of the pools of the Memorial itself. They represent the strength and the ephemeral quality of our memories. The typography has both classic and modern elements to represent the past and the future.

The new logo was created by Number Seventeen, a multidisciplinary design studio working in television, film, print, and the web, which was founded by Emily Oberman and Bonnie Siegler in the summer of 1993.

The organization’s new website, www.national911memorial.org, will expand on the current website, building a global online community of people who are dedicated to helping build the Memorial & Museum. The website will be a resource to explore the events of September 11, 2001, and February 26, 1993, and will allow the public to draw upon personal memories, sharing stories and photographs of their experiences. In the coming months, the Memorial & Museum will launch a variety of new, interactive features on the website.

NATIONAL TRIBUTE EXHIBITION

A traveling exhibition that pays tribute to the victims and heroes of September 11, 2001, will begin traveling around the nation this September to raise awareness and funds for the creation of the National September 11 Memorial & Museum at the World Trade Center. The exhibition tells the story of September 11 from the perspective of families, responders, survivors, volunteers and everyday people who came together on that terrible day and in the agonizing weeks that followed.

Individuals and communities across the country will also have the chance to contribute directly to this historic effort by signing a steel beam that will be used in the construction of the National September 11 Memorial. The beam will be approximately 37 feet in length, weighing about four tons. The exhibition will include a detailed timeline of the events, photographs, artifacts and a short film.

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The exhibition is part of a grassroots awareness and fundraising effort to involve as many Americans as possible in contributing to the Memorial & Museum that will honor the innocent victims of the terrorist attacks on September 11, 2001, and February 26, 1993, and preserve the memory of the events for future generations.

The touring exhibition will launch in Columbia, South Carolina, on September 10, 2007. The traveling steel beam will be picked up from Owen Steel, the Memorial & Museum's steel contractor, whose plant is located in Columbia. The exhibition will remain in Columbia on September 11, with Memorial & Museum representatives participating in the city's commemorative Freedom Walk.

Columbia Mayor Bob Coble said, "We are honored that the tour to raise awareness for the National Memorial & Museum is starting in Columbia, South Carolina. Like all Americans, we were horrified by what we witnessed on September 11, and the tribute exhibition will allow people all across the country to honor the innocent lives lost and contribute to the building of the National Memorial & Museum. When the tragedy occurred, local students from White Knoll did their part to help because that's what 9/11 inspired in people everywhere. Now, I encourage all residents to visit the tribute exhibition, sign the beam and make a donation. Let's continue to do whatever we can do to build our National Memorial."

Individuals and communities across the country will also have the chance to contribute directly to this historic effort by signing a steel beam that will be used in the construction of the National September 11 Memorial. The beam will be approximately 37 feet in length, weighing about four tons. The exhibition will include a detailed timeline of the events, photographs, artifacts and a short film.

As details and locations are confirmed, tour information will be posted on the Memorial & Museum's website, www.national911memorial.org. A current list of the tour cities includes:

Columbia, SC
Raleigh, NC
Norfolk, VA
Pittsburgh, PA
Charleston, WV
Cincinnati, OH
Lexington, KY
Fort Wayne, IN
Lansing, MI
Aurora, IL
Madison, WI
Sioux Falls, SD
Des Moines, IA
Omaha, NE
Wichita, KS

Funds raised through the touring exhibition will go directly towards construction and planning for the Memorial & Museum.

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ABOUT THE NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM

The National September 11 Memorial & Museum is the not-for-profit corporation created to realize the Memorial quadrant at the World Trade Center site. The organization is responsible for raising the funds and overseeing the design for the project, and will program and operate the Memorial & Museum located on 8 of the 16 acres of the site.

The Memorial will remember and honor the thousands of people who died in the horrific attacks of February 26, 1993, and September 11, 2001. The design, created by Michael Arad and Peter Walker, consists of two pools that reside in the footprints of the original Twin Towers, surrounded by a plaza of oak trees. The Arad/Walker design was selected from a design competition that included more than 5,000 entrants from 63 nations.

The Museum will communicate key messages that embrace both the specificity and the universal implications of the events of 9/11; document the impact of those events on individual lives, as well as on local, national, and international communities; and explore the legacy of 9/11 for a world increasingly defined by global interdependency.

Donations can be made through and more information can be found at the Memorial & Museum's website, www.national911memorial.org or by calling 1-877-WTC-GIVE.

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Contact: Lynn Rasic/Michelle Breslauer, 212-312-8800