

FRANKLIN D. ROOSEVELT
PRESIDENTIAL LIBRARY *and* MUSEUM

4079 Albany Post Road, Hyde Park, NY 12538 www.fdrlibrary.marist.edu 1 (800) FDR-VISIT

March 21, 2013

MEDIA ALERT

Contact: Cliff Laube (845) 486-7745

**On March 22, 2013
the Franklin D. Roosevelt Presidential Library and Museum
Kicks Off their "100 Days" Countdown to the
June 30, 2013 Public Opening of New Museum Exhibits**

WHAT:

On March 22, 2013, the Franklin D. Roosevelt Presidential Library and Museum in Hyde Park, New York kicks off their "100 Days" Countdown to the public opening of the Roosevelt Library's new permanent museum exhibits on June 30, 2013 (museum visitors can see the exhibits after 2:00 p.m. on June 30). **Follow along online (www.fdrlibrary.marist.edu) and through social media (Facebook, Twitter, YouTube, Blog, and Flickr) as the Library provides regularly posted news and information about the new exhibits opening this summer.** These exhibits will tell the story of the Roosevelt presidency beginning in the depths of the Great Depression and continuing through the New Deal years and World War II with an emphasis on both Franklin and Eleanor Roosevelt's relationship with the American people. Special interactives, immersive audio-visual theaters, and rarely seen artifacts will convey the dramatic story of the Roosevelt era as the Roosevelt Library brings a New Deal to a New Generation.

WHY 100 DAYS?:

The "100 Days" Countdown is inspired by the historic "First 100 Days" of FDR's presidency. In 1933 President Roosevelt took command of a country that was incapacitated by fear and economic turmoil. In less than four months his aggressive legislative agenda helped to stabilize the economy. Homes and farms were saved from foreclosure, and massive relief and work programs addressed the dire needs of the

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people. Most important, FDR's "First 100 Days" restored hope and, in the process, preserved democratic government in the United States.

WHEN:

The "100 Days" Countdown begins March 22, 2013

HIGHLIGHTS:

April 1 (Day 90): New Website Design Launched

April 15 (Day 76): Sizzle Reel Available Online

May 13 (Day 48): Full Press Kit Available Online

May 20 (Day 41): Online Preview: The Interactives

June 10 (Day 20): Online Preview: Immersive Experiences

FOLLOW US:

Website (www.fdrlibrary.marist.edu)

Social Media (Facebook, Twitter, YouTube, Blog, and Flickr)

As generations of Americans that have no personal memory of the Roosevelt Era emerge, it is more critical than ever that the lives and legacies of Franklin and Eleanor Roosevelt be preserved and presented to new generations. **The Franklin D. Roosevelt Presidential Library and Museum** stands ready to serve as a visible and valuable resource for children and families, educators and students, and an international audience seeking to understand the past to make a better tomorrow. With a newly renovated building and new permanent museum exhibits -- opening on June 30, 2013 -- the Library seeks to honor President Roosevelt's vision in dedicating his Library to the American people. The FDR Presidential Library is one of thirteen presidential libraries administered by the National Archives and Records Administration. For more information about the Library call (800) 337-8474 or visit www.fdrlibrary.marist.edu.

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