

FOR IMMEDIATE RELEASE

Contact: Luke Arterburn  
The Andrews Agency  
615.242.4400  
[luke@andrewspr.com](mailto:luke@andrewspr.com)



## **The Hermitage to celebrate Andrew Jackson's birthday**

### **March 15 celebration will launch new multimedia tour program and half-price admission**

March 14, 2013 – In commemoration of the seventh president's birthday, The Hermitage, home of President Andrew Jackson, will host an all-day celebration on Friday, March 15. The festivities will include the launch of a new multimedia tour of the home and grounds, and a special ceremony honoring President Jackson, lecture, and children's activities along with birthday cake!

The multimedia tour, created in partnership with Antenna International, is programmed on a handheld touch screen device and will offer visitors audio and visual clips to expand the experience of visiting The Hermitage, an nationally know historic site.

"Incorporating interactive technology into our tours will give visitors an exciting and even more enlightening experience," said Howard J. Kittell, President and CEO of The Hermitage. "Andrew Jackson was a forward thinker and a pioneer – it's fitting that this cutting edge technology is now offered to tour his home. We are pleased to be offering these tours in partnership with Antenna International who also counts Graceland, Biltmore, the Statue of Liberty and the Louvre among its renowned clients.

In addition to the multimedia tour launch, The Hermitage will also be hosting a number of activities to honor the life of the President and General:

11:00 a.m. Wreath-laying ceremony at the tomb of President Andrew Jackson featuring Tennessee Supreme Court Justice William Koch and a wreath sent from the White House.

Immediately following the wreath-laying ceremony, Howard Kittell will hold a press conference in front of the mansion to launch the multimedia tour. Joining Kittell will be Shana Maron-Ames, Director of Client Services, Americas, Antenna International™ and Andrew Jackson VI.

12:00 p.m. Birthday cake in the café to celebrate President Jackson's birthday

1:00 p.m. Andrew Jackson VI to sign \$20 bills in the museum store

2:00 p.m. Lecture and book talk by William Puryear, author of the Cumberland Settlements series.

Ongoing activities, available from 9:00 a.m. - 3:00 p.m., include half-off public admission, "Jackson's Army" living demonstrations, and educational activities for kids. Hermitage wagon tours will also be offered for an additional charge starting at 10:00 a.m.

“The Hermitage is such an important piece of American history, and we are so lucky to have it here in Tennessee,” said Kittell. “It’s an incredible honor to have Tennessee Supreme Court Justice William Koch on site for Andrew Jackson’s birthday, and we are so excited to launch this new multimedia tour.”

### **About The Hermitage**

The Hermitage, Home of President Andrew Jackson, is one of the largest and most visited presidential homes in the United States. In 1856, the State of Tennessee purchased the property from the Jackson family, entrusting it to the Ladies’ Hermitage Association in 1889 to operate as one of America’s first historic site museums. Today, The Hermitage is a 1,120-acre National Historic Landmark with more than 30 historic buildings, including restored slave cabins. Thanks to efforts of this nonprofit organization, the mansion is the most accurately preserved early presidential home in the country. The Hermitage is a national model for authenticity, conservation, and historic preservation. In recent years, new interpretive initiatives and educational programs such as archaeology and the history of slavery have enhanced the experience of some 180,000 annual visitors, including 30,000 school children, from all 50 states and many foreign countries; in fact, we interpret the Hermitage mansion in five foreign languages. The property also receives 30,000 annual visits from the local community, including more than 1,000 children who play Little League baseball at The Hermitage’s Rotary Park. The Hermitage is a “Partner Place” with the National Trust for Historic Preservation; and a site along the National Park Service’s Trail of Tears National Historic Trail. For more information, visit [www.thehermitage.com](http://www.thehermitage.com).

###