

Media Contacts:

Jason Nelson
Andrew Jackson's Hermitage: Home of the People's President
(615) 889-2941, ext. 223
jnelson@thehermitage.com

Javier Solano
McNeely Pigott & Fox Public Relations
(615) 259-4000
jsolano@mpf.com



Andrew Jackson's Hermitage Launching New Exhibit, Allowing Military in Free in 2015

HERMITAGE, Tenn. (November 24, 2014) – To commemorate the bicentennial anniversary of the Battle of New Orleans, The Hermitage is launching a major new \$1.1 million exhibit on January 8, 2015. As part of its commemoration of Andrew Jackson's astounding victory at New Orleans, The Hermitage is inviting all U.S. military personnel, active and retired, to visit Andrew Jackson's home free of charge in 2015.

The new exhibit, titled *Andrew Jackson: Born for a Storm*, marks the first comprehensive change to the exhibit content in the Andrew Jackson Center in 25 years. *Born for a Storm* is part of a new campaign to revisit Jackson's place in history and shift the focus of the National Landmark site from the mansion to the man. The name of the exhibit comes from a famous Jackson quote: "I was born for a storm, and a calm does not suit me."

Admission to the site will be free and open to all on January 8 to encourage the public to take part in the celebration, which will include a keynote speech from presidential biographer and Jackson scholar H.W. Brands from the University of Texas at Austin and demonstrations and programs honoring the military.

Visitors to the exhibit will get a new look at Jackson, starting with his early life as a frontiersman through his military and political careers and ending with a look at his legacy – both the negative and the positive aspects of his administration and policies – through new artwork, artifacts, interactive elements and interviews with historians like Jon Meacham.

"The new exhibit will totally transform our exhibit space," said Howard Kittell, president and CEO of The Hermitage. "We'll have all-new interactive features and updated imagery in

addition to all of the rare and unique artifacts that make The Hermitage the most accurately preserved presidential site in the country.”

One element of the exhibit is focused on the Battle of New Orleans, one of the final and most storied battles of the War of 1812, in which then-General Andrew Jackson led a small group of American soldiers, Tennessee volunteers, freedmen and pirates to victory against a much larger and experienced British force. The victory was decisive and swift, and it catapulted Jackson into the national spotlight – and the United States onto the world stage as a major power. Because of the significance of the Battle of New Orleans and Jackson’s military background, The Hermitage has decided to change its policy and cover admission for all current and former military personnel in 2015, not just active-duty service members.

“Despite being our nation’s seventh president, Jackson was most proud of being a major general,” Kittell said. “We want to reflect Jackson’s pride in military service.”

The Hermitage has hired nationally known design firm Solid Light of Louisville, Ky., to develop the new exhibit. Some of Solid Light’s past work includes the Delta Blues Museum in Clarksdale, Miss., the Maker’s Mark Distillery in Loretto, Ky., and the Carnegie Center for Art & History in New Albany, Ind.

Last month, The Hermitage announced a new logo, tagline and national board of trustees, including National Public Radio journalist Mara Liasson and two Pulitzer Prize winners, historian Jon Meacham and Charles Overby, former CEO of the Freedom Forum and the Newseum, and CedarStone Bank President Bob McDonald, and a new focus on Jackson. The changes to its name and board composition are part of a multiyear plan that will refocus attention and debate on Jackson and his presidency, on his relevance to the 21st century, and on the historic site he called home, The Hermitage.

About The Hermitage

Andrew Jackson’s Hermitage: Home of the People’s President 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. In recent years, new interpretive initiatives and educational programs such as archaeology and the history of slavery have enhanced the experience of more than 180,000 annual visitors. For more information, visit www.thehermitage.com.

###