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**JEFFERSON
NATIONAL PARKS
ASSOCIATION**

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What: Grand Re-Opening Event and Activities

Date: Saturday, May 12, 2007

Grand Re-Opening of the Museum Store Under the Gateway Arch Features Inspirational Design

St. Louis, MO May 4, 2007: The theme of the Gateway Arch, 'inspiring monumental dreams' will be celebrated in the newly renovated Museum Store Under the Gateway Arch on Saturday, May 12. Events, activities and promotions have been planned for adults and children to enjoy from 9:00 – 6:00.

The city of St. Louis will have representatives onsite to review the city's recycling programs. They will also help Jefferson National Parks Association (JNPA) introduce the only organizational alkaline battery recycling program in the St. Louis Metro area. Locals can bring in their alkaline batteries to be recycled. JNPA is partnering with Battery Solutions, Inc. of Brighton, MI, to recycle visitors' old photographic equipment batteries. JNPA expects to recycle over 1,000 pounds of alkaline batteries annually with this new program – keeping those 1,000 pounds out of the local landfills.

Civil Pictures producers, Bob Miano and Scott Heugerich will be available to discuss their recent documentary *The Gateway Arch: A Reflection of America* from 10:00 – noon while the film will be playing in the Museum Store. Native Americans will be demonstrating authentic crafts of their culture and visitors will be able to learn about these crafts as well as purchase them. Several of the builders, the National Park Service engineer, and the official photographer on the Arch construction project will be available to meet and greet the public. Three medallions given to workers on the project will be displayed for the first time. A children's activity area will be set-up with Gateway Arch coloring pages, building blocks and puzzles.

Onsite registrations for the Gateway Arch license plate will be available. A new carabiner charm keychain will be given to everyone registering for the Gateway Arch license plates from 10:00 – 2:00.

One of the project goals focused on highlighting the significance of the Gateway Arch as part of the Jefferson National Expansion Memorial (JNEM). The design of the new store was developed by Jefferson National Parks Association (JNPA) in collaboration with the National Park Service (NPS) and Peckham Guyton Albers & Viets, Inc. (PGAV). The new environment interprets the spirit of the many great people and events which led to the existence of the Gateway Arch. The new Museum Store offers a unique shopping experience with upgraded materials and media which complement the visitor's museum and tram experience at the Gateway Arch. The visitor center exhibits and graphics at JNEM focus on westward expansion with limited detail on the Gateway Arch; the store environment will provide the visitor with interpretive details about the Gateway Arch not currently available elsewhere. The design incorporates forms, materials and colors which relate to the Gateway Arch's timeless design and the landscape design of the grounds. A graphic package including still and media graphics creates an awareness of the challenging dreams tied to the history of this national park which changed the course of our nation and revived the city of St. Louis.

All proceeds from the store benefit the education and museum programs at JNEM. JNPA is a non-profit organization that assists public land agencies in their educational activities. For further details on the Museum Store Grand Re-Opening contact Kimberlee Riley at 314-678-1511 or RILEY@JNPA.COM.

Jefferson National Parks Association provides quality educational products and related services that enrich public understanding and appreciation of America's national parks, public lands and historic places.

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