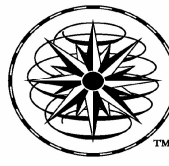


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What: Jefferson National Parks Association wins Award
When: November 2006

Jefferson National Parks Association Wins Top Award for Gateway Arch Publication

St. Louis, MO November 13, 2006: Jefferson National Parks Association (JNPA), a public land partner based in St. Louis, was awarded one of the top awards at the National Association for Interpretation (NAI) 2006 Interpretive Media Awards. JNPA won first place in the Large Book category for their publication *The Gateway Arch: An Architectural Dream*. The NAI Interpretive Media Awards highlights media that excels in the delivery of natural, cultural and historical nonpersonal interpretive services and forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource.

The idea of a riverfront memorial to commemorate St. Louis' role in the westward expansion movement was born in the 1930s. Through the years there were many public servants, designers, architects, skilled tradesmen and local St. Louisans who were involved in the dream of creating Jefferson National Expansion Memorial (JNEM). Once that dream became a reality it changed the city of St. Louis and the lives of those who live there forever. JNPA wanted to capture all of that in one publication - no other publication documents the entire span of this incredible project and the construction of its major feature, the 630-foot Gateway Arch. The book also includes inspiring first-hand stories and unbelievable photography. Many of the photographs have never been seen by the public.

Author Bob Moore, National Park Service Historian at JNEM, realized more than a decade ago that the oral history interviews he was conducting with construction workers and other participants in the Gateway Arch project could be edited and arranged to tell the compelling story of the Arch and how it was built. More than two years ago JNPA, which supports programs and projects at JNEM, realized that the upcoming 40th anniversary of the completion of the Arch offered a wonderful opportunity to develop such a publication. Project manager Rick Trigg of JNPA researched the photography available to document the history of the Arch, and found three large collections which contained more than 25,000 images of the project. In addition to the oral histories and the photography the publication includes essays from various individuals who were involved with the project. For production, graphic design and editorial support Rick worked with Joe Luman and the staff at Terrell Creative, a multi-faceted creative resources and printing company based in Kansas City.

This is the second award for JNPA's Gateway Arch publication - JNPA won Honorable Mention in the Association of Partners for Public Lands 2006 Media and Partnership Awards in the Publication Over 48 Pages category for *The Gateway Arch: An Architectural Dream*.

Hardcover and Limited Editions of *The Gateway Arch: An Architectural Dream* are available for purchase at the Museum Store under the Gateway Arch, the Old Courthouse Gift Shop, the Ulysses S. Grant National Historic Site or online at jnpa.com. Additionally some of the B Dalton, Borders, Walden and Barnes and Noble locations also have hardcovers of the book available. Proceeds from the sale of the book support Jefferson National Parks Association, a non-profit organization that assists public land agencies in their educational activities.

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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