



NATIONAL MUSEUM OF
AMERICAN JEWISH HISTORY

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Nina Zucker Associates

Ph: 610.667.0706 C: 610.457.4387

nina@ninazucker.com or

Ilana Blumenthal / iblumenthal@nmajh.org

Ph: 215.391.4662

BONJOUR, SHALOM, HOLA, ALO, OLA, ПРИВЕТ !

WHETHER YOU'RE HOSTING GUESTS FROM PARIS, FRIENDS OR FAMILY FROM ISRAEL, OR BUSINESS COLLEAGUES FROM MOSCOW, NO WORRIES!

THE NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY NOW OFFERS FOREIGN LANGUAGE GUIDED TOURS IN HEBREW, RUSSIAN, FRENCH, SPANISH, PORTUGUESE, AND ROMANIAN

PHILADELPHIA, PA – September 14, 2012 – For foreign students at the region's universities, guests at International House, tourists from overseas or business travelers and conventioners, the National Museum of American Jewish History just got even *more* "user-friendly"!

The Museum is now pleased to offer guided tours in foreign languages including Hebrew, Russian, French, Spanish, Portuguese, and Romanian, as well as in American Sign Language (ASL). All guided tours are led by highly-trained docents. The foreign language tours are based on availability of the docents, so requests must be scheduled in advance through Group Sales.

Presently, the Museum has a selection of Guided Tour Options including an introductory tour (90 minutes) and several specially-themed tours (60 minutes). Three of these tours are available in foreign languages:

Introductory Tour

Geared to first-time visitors to the Museum, this docent-led tour offers an overview of 350 years of the American Jewish experience from 1654 to the present. Covering all three floors of the Core Exhibition, explore key artifacts and stories in the context of the ongoing challenges and opportunities presented by unprecedented freedom. This is a great way to become oriented on the Exhibition's many galleries, objects, films and interactive components before returning with friends and family or scheduling one of the more focused tours.

The Foundations of Freedom Tour:

This tour of the 4th Floor covers the period from 1654 to 1880 and includes such engaging stories as the first 23 Jews to arrive on these shores, their lives in the early colonies, the role of Jews in the Revolutionary and Civil Wars, and changes in the Jewish Community during America's Westward expansion. Individuals encountered on this journey include George Washington, Rebecca Gratz, Levi Strauss and Ulysses S. Grant. Even experienced history buffs will have a lot to learn on this tour!

The Dreams of Freedom Tour:

From the Museum's award-winning Dreams of Freedom media piece to the shirt-waist factory installation, the 3rd Floor galleries present an engrossing view of the opportunities and challenges facing European immigrants who entered American life between 1880 and 1924. The second part of the floor takes one from World War I through the Holocaust and World War II and covers an entertaining and dramatic array of stories, including the trial of Leo Frank, the Jewish moguls in Hollywood, Louis Brandeis' role as Zionist spokesman and the U.S. State Department's actions during the Holocaust.

(more)

ADD/1 National Museum of American Jewish History Now Offers Foreign Language Tours

All guided tours must be reserved in advance through Group Sales, but they may be booked by parties of any size. Parties of **15 or more** people qualify as groups and are eligible for discounted admission rates and combined admission-plus-tour rates. Parties of **fewer than 15** pay regular admission rates and an additional \$125 fee to book a guided tour.

For more information on thematic tours, foreign language availability, group visits, and tour pricing, please visit the Museum website at nmajh.org/group-visits or contact groups@nmajh.org.

The Museum has also recently made its first floor **free** to visitors, including the **Museum Store** and **Pomegranates Café** as well as the **Only in America**[®] Gallery/Hall of Fame exhibit located right in the center of the architectural gem's ground floor – without paying an admission fee. **Only in America**[®] Gallery/Hall of Fame features brilliant films and artifacts that illustrate the lives and accomplishments of such distinguished Jewish Americans as Leonard Bernstein, Louis Brandeis, Albert Einstein, Mordecai Kaplan, Estée Lauder, Emma Lazarus, Golda Meir, Jonas Salk, Isaac Bashevis Singer, Steven Spielberg, Barbra Streisand, Henrietta Szold, and Isaac Mayer Wise.

About the National Museum of American Jewish History

The National Museum of American Jewish History, located on historic Independence Mall in Philadelphia, brings to life the 350-year history of Jews in America. Tracing the stories of how Jewish immigrants became Jewish Americans, the Museum invites visitors of all heritages to share their own stories and reflect on how their histories and identities shape and are shaped by the American experience. An open door for all, NMAJH honors the past and contributes to a better future by sharing the power of imagination and ideas, culture and community, leadership and service, in ways that turn inspiration into action.

Museum hours are Tues –Fri 10am - 5pm and Sat & Sun 10am - 5:30pm. For more information about the museum's upcoming exhibits and events/programs, and /or to set up interviews or media tours, please call Nina Zucker Associates at 610.667.0706 or 610.457.4387 or nina@ninazucker.com or Ilana Blumenthal at 215.391.4662 or iblumenthal@nmajh.org.

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