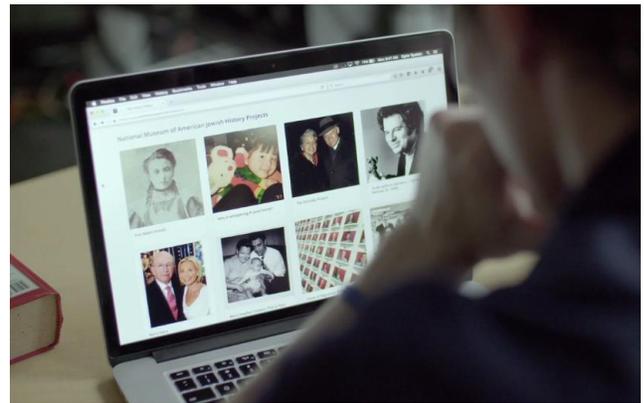


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**Media Contact:**  
[mediarelations@nmajh.org](mailto:mediarelations@nmajh.org)  
215.923.3811 x144

**ANNOUNCING RE:COLLECTION, A NEW DIGITAL PLATFORM**  
**FOR PRESERVING AND SHARING PERSONAL STORIES AND FAMILY HISTORIES**  
**THAT ILLUSTRATE JEWISH LIFE IN AMERICA**

**The National Museum of American Jewish History is the First Museum to Collaborate**  
**with Digital Storytelling Company Enwoven**



PHILADELPHIA—The **National Museum of American Jewish History** (NMAJH) today announced the launch of [Re:collection](#), an online and mobile experience that makes it possible for the public to collect, preserve, and share personal stories and family memories to illustrate Jewish life in America. Created by NMAJH in collaboration with Oakland-based technology company **Enwoven**, Re:collection expands the mission of the Museum beyond its four walls. It is a powerful tool for connecting Jews more closely to their heritage and inspiring in people of all backgrounds a greater appreciation for the diversity of the American experience. The public is invited to sign up for free at [recollection.nmajh.org](http://recollection.nmajh.org) to create dynamic narratives, find

connections to others' stories, or simply peruse content. By doing so, users are playing an important role in expanding the ongoing, evolving tapestry of American Jewish life.

**Ivy Barsky**, the Museum's CEO and Gwen Goodman Director, said, "When you share history, you make history. The pictures on your mantel, the candlesticks brought to America by your grandparents, precious letters and recipes—your personal items help characterize our nation's identity. They will have a safe home within Re:collection."

It is well-documented that knowing one's history is a significant contributor to happiness and family cohesiveness. Re:collection is not simply a family tree or a photo album. It is a cutting-edge digital platform overseen by a Smithsonian Affiliate museum that allows users to preserve and share their stories—ensuring they become a part of a recorded, collective history—in a number of compelling ways:

- **Upload a variety of content.** Re:collection empowers the public to share the history hiding in their photo albums. Users can post existing multimedia files (text, photographs, audio, videos, and links) and expand on them by adding text or audio descriptions, oral histories, or interviews. The stories can be arranged chronologically, along a timeline, or pinpointed on a world map. Re:collection can also import existing content from Dropbox, Google Drive, Facebook, Instagram, YouTube, and more. Privacy settings are completely customizable.
- **Contribute to Community Projects or craft personal Projects.** Re:collection's Community Projects are public collections created by NMAJH on particular subjects, such as foodways and immigration, to which all are invited to contribute. Users can also create their own personal Projects on topics of their choice, and then invite family members to view and collaborate on those Projects.
- **Interact with others.** Whether someone has a story to share or is simply interested in learning more about American Jewish history, Re:collection is designed to foster connections. The public can search user-generated Tags, "like" and comment on content, and "follow" Projects of interest.
- **Connect with the Museum.** Re:collection draws on NMAJH's expertise in storytelling, collections management, and education. Users' memories will hold an honored place in

the collection of the Museum—the only institution exploring the more than 360-year history of Jews in America. Re:collection also has a physical presence at NMAJH; a kiosk outfitted with a touch-screen monitor is now available on the Museum's 2<sup>nd</sup> floor, allowing visitors to explore Re:collection in real time.

Re:collection was first conceived by the late **Ira Saligman**, a longtime member of the Museum's Board of Trustees who was passionate about NMAJH providing the technology for Jewish families to preserve their stories for future generations. To bring that concept to fruition, NMAJH collaborated with Enwoven (formerly The History Project), an innovative technology company who has built an online platform for storytelling. NMAJH is the first museum to partner with Enwoven, joining other notable Enwoven partners such as the *New York Times*, *Associated Press*, and Reebok.

Visit [recollection.nmajh.org](https://recollection.nmajh.org) to sign-up, read an FAQ, and view a three-minute introductory video.

Re:collection is supported by The Robert Saligman Charitable Trust, Alkemy X, the M.B. and Edna Zale Foundation, and the Clayman Family Foundation.

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#### 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 more than 360-year history of Jews in America. Tracing the stories of how Jewish immigrants became Jewish Americans, the Museum invites visitors of all backgrounds 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.

The National Museum of American Jewish History is located at 101 South Independence Mall East at the corner of Fifth and Market Streets in Philadelphia. Museum hours are Wednesday to Friday, 10:00 am - 5:00 pm, and Saturday and Sunday 10:00 am - 5:30 pm. Museum admission is \$15.00 for adults, \$13.00 for senior citizens and youth, free for children 12 and under, Museum Members, and active military with ID; reduced prices available if purchased online. Connect with the Museum on [Facebook](#), [Instagram](#), [Twitter](#), and [Pinterest](#). For more information, visit [NMAJH.org](https://NMAJH.org) or call 215.923.3811.