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**TRIBUTE WTC VISITOR CENTER AND THE 9/11 MEMORIAL PARTNER ON
PERSONAL GUIDED TOURS OF THE MEMORIAL PLAZA AND SHARED
CURATORIAL COLLECTIONS FOR THE 9/11 MEMORIAL MUSEUM**

New York, NY—November 23, 2011—The National September 11 Memorial & Museum and the Tribute WTC Visitor Center today announced a new partnership to support programming for visitors to the World Trade Center site in lower Manhattan.

Through the partnership, Tribute WTC Visitor Center will provide the planned 9/11 Memorial Museum (Museum) with photographs for a special memorial exhibition, which will commemorate the lives of the men, women and children killed in the 9/11 attacks. This special exhibition will include portraits of all of the nearly 3,000 victims, individual multimedia profiles of each, and a rotating selection of personal artifacts. The exhibition is at the heart of the Museum.

The collaboration between the two organizations will also enhance the visitor experience of the Memorial. Tribute WTC Visitor Center guides will provide person-to-person tours at the Memorial, a program started by the September 11th Families' Association in 2005. The Memorial tours, which began Nov. 14, will be provided by people directly impacted by 9/11.

The Tribute WTC Visitor Center, opened in 2006 by its umbrella organization, the September 11th Families' Association, seeks to promote its motto, "Person to Person History" as a means of linking visitors who want to understand and appreciate these historic events with the 9/11 community. Before opening the center, the Association started to give tours of the area surrounding the WTC site led by members of the 9/11 community—survivors of the attacks, victims' family members, first responders and civilian volunteers, and lower Manhattan residents—all people who are able to share their personal experiences, connecting the past with the present.

The Tribute Center has also collected numerous oral histories, audio recordings of individuals telling their stories, as well as a gallery of photographs and mementos donated by family members of the victims. Some of these personal artifacts are being shared with the Museum.

"The opening of the 9/11 Memorial has brought thousands of visitors from

around the world to visit the site and honor the victims," said Mayor Michael R. Bloomberg, Chairman of the 9/11 Memorial. "This new partnership will allow us to preserve the memories of the victims and ensure that all who visit the Memorial and Museum are educated and informed about that unforgettable day."

"The Tribute Center's volunteer guide program connects a wide variety of personal perspectives allowing people who visit to relate to 9/11. Students, seniors, uniformed services, and people from other cultures and faiths from around the world are able to personally relate to how terrorism has affected our community," said September 11th Families' Association CEO and co-founder of the Tribute WTC Visitor Center Jennifer Adams. "We are looking forward to building a long-term partnership with the National September 11 Memorial & Museum to maintain the 9/11 community participation through the Tribute Center guide program."

"Our organization has a twin mission: to commemorate the victims of the attacks and to educate for a better future. This partnership supports both of these critically important objectives," 9/11 Memorial President and CEO Joe Daniels said. "Tribute's walking tours will connect our visitors directly to the 9/11 community, helping to preserve the history of what happened and the spirit of unity that has become the true legacy of 9/11."

"We are very appreciative that the Tribute WTC Visitor Center has made available critical content—particularly portraits of some of the victims of 9/11—that will enable the 9/11 Memorial Museum to more comprehensively document the history and pay tribute to those who perished," said Executive Vice President and 9/11 Memorial Museum Director Alice M. Greenwald.

"At the Tribute WTC Visitor Center, we want people to leave having learned about the events of 9/11, but also being motivated to make a change for the future," said Lee Ielpi, President of the September 11th Families' Association and co-founder of the Tribute WTC Visitor Center. "This collaboration is another opportunity for us to educate the community and the visitors to the Memorial about the atrocities of 9/11 and how visitors can share the story of 9/11 to educate friends and family."

ABOUT THE TRIBUTE WTC VISITOR CENTER

The Tribute WTC Visitor Center is located at 120 Liberty St. along the south side of the World Trade Center site. The center was created by the September 11th Families' Association to share the personal stories of victims, survivors, rescue and recovery workers, volunteers, and residents of lower Manhattan. By engaging visitors in the authentic experiences of those most affected by the events of February 26, 1993 and September 11, 2001, the Center's five galleries and its walking tour program convey the efforts of those who responded to the tragedy and the steps taken towards working for a more peaceful world by many of those impacted by the events.

Founded in 2001, The September 11th Families' Association supports victims of terrorism through communication, representation and peer support. Driven by a mission to unite the September 11th community, present evolving issues, and share resources for long-term recovery, the Association serves 9/11 family members with consistent communication through newsletters, weekly online updates, and more. The September 11 Families' Association is the umbrella organization that inspires

the work of the Tribute WTC Visitor Center. Many family members share their stories with the public through leading tours, gallery guiding or other volunteer work including educational work with young people.

ABOUT THE NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM

The National September 11 Memorial & Museum is the not-for-profit corporation created to oversee the design, fundraising, programming, and operations of the Memorial and Museum at the World Trade Center. The Memorial and Museum are located on eight of the 16 acres of the World Trade Center site. The Memorial was dedicated on the 10th anniversary of the 9/11 attacks and is now open to the public.

The Memorial remembers and honors the 2,983 people who were killed in the horrific attacks of September 11, 2001 and February 26, 1993. The design, created by Michael Arad and Peter Walker, consists of two reflecting pools formed in the footprints of the original Twin Towers and a plaza of trees.

The Museum will display monumental artifacts linked to the events of 9/11, while presenting intimate stories of loss, compassion, reckoning, and recovery that are central to telling the story of the 2001 and 1993 attacks and the aftermath. It will communicate key messages that embrace both the specificity and the universal implications of the events of 9/11; document the impact of those events on individual lives, as well as on local, national, and international communities; and explore the continuing significance of these events for our global community.

For more information or to reserve a free visitor pass to the Memorial, go to 911memorial.org.

MEDIA INQUIRIES

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