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FOR IMMEDIATE RELEASE

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## NOW JOINING THE RACE - **YOU** FOR PRESIDENT! CREATE YOUR OWN CAMPAIGN AD WITH THE AD-O-MATIC

Philadelphia, PA (Thursday, October 9) – Now anyone can join John McCain and Barack Obama on the campaign trail with the National Constitution Center's official Ad-O-Matic, available at [www.constitutioncenter.org/HeadedToTheWhiteHouse/AdoMatic.html](http://www.constitutioncenter.org/HeadedToTheWhiteHouse/AdoMatic.html). Ad-O-Matic, created by the Center to get people talking about the election, the issues, and voting, allows users to choose a party, select their platforms, and watch as they star in their own presidential TV commercial. Ad-O-Matic can be sent to friends and family of all ages and uploaded online, just like the popular dancing elves from last year's holiday season.

Each presidential hopeful can upload a photo, choose from three parties – Democratic, Republican, or the Great New Party (a tongue-in-cheek party created by the Center), and then select three important issues they want in their commercial. The results range from serious campaign spots to hilarious, ironic takes on political advertisements.



-MORE-

## ADD ONE/AD-O-MATIC

Ad-O-Matic has been a highlight of the Center's new *Headed to the White House* exhibition, which will continue its run at the Center through December 14, 2008. Developed by the Center, *Headed to the White House* is the only exhibition of its kind, uniquely created for students, teachers, and families during the height of the election season. The 3,000 square foot exhibition connects visitors with the excitement, pageantry, and importance of presidential elections through role-playing opportunities and interactive experiences.

*Headed to the White House* was made possible through the generous support of The Annenberg Foundation, The Pew Charitable Trusts, and The John S. and James L. Knight Foundation, and is sponsored locally by Pennoni Associates and Beneficial Bank.

Ad-O-Matic was created with Holton, Sentivan & Gury.

CBS 3 is the official media partner for the exhibition. CBS 3 (KYW-TV) and The CW Philly 57 (WPSG-TV) are part of CBS Television Stations, a division of CBS Corporation.

Admission to *Headed to the White House* is \$15 for adults, \$14 for seniors ages 65 and up, and \$9 for children ages 4-12. Active military personnel and children ages 3 and under are free. Group rates are also available. Admission to the Center's main exhibition, *The Story of We the People*, including the award-winning theater production "Freedom Rising", is included. For ticket information, call 215.409.6700 or visit [www.constitutioncenter.org](http://www.constitutioncenter.org).

The National Constitution Center, located at 525 Arch St. on Philadelphia's Independence Mall, is an independent, nonpartisan, nonprofit organization dedicated to increasing public understanding of the U.S. Constitution and the ideas and values it represents. The Center serves as a museum, an education center, and a forum for debate on constitutional issues. The museum dramatically tells the story of the Constitution from Revolutionary times to the present through more than 100 interactive, multimedia exhibits, film, photographs, text, sculpture and artifacts, and features a powerful, award-winning theatrical performance, "Freedom Rising". The Center also

ADD TWO/AD-O-MATIC

houses the Annenberg Center for Education and Outreach, which serves as the hub for national constitutional education. Also, as a nonpartisan forum for constitutional discourse, the Center presents – without endorsement – programs that contain diverse viewpoints on a broad range of issues. For more information, call 215.409.6700 or visit [www.constitutioncenter.org](http://www.constitutioncenter.org).

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