



www.mountrushmoresociety.com

Mount Rushmore Society
Mount Rushmore Institute

Mailing Address:

PO Box 1524
Rapid City, SD 57709

Location:

711 North Creek Dr.
Rapid City, SD 57703
1-605-341-8883
FAX 1-605-341-0433
info@mtrushmore.org

Mount Rushmore Bookstores

Mount Rushmore Audio Tour

Mount Rushmore
National Memorial
13036 Hwy 244
Keystone, SD 57751
1-605-574-1333
1-800-699-3142
FAX 1-605-574-3144
bookstores@mtrushmore.org

Mount Rushmore Memories

Mailing Address:

PO Box 90 | Hill City, SD 57745

Location:

263 Main St
Hill City, SD 57745
1-605-385-2411
FAX 1-605-385-0259
memories@mtrushmore.org

Mount Rushmore Memories

Airport Store

Rapid City Regional Airport
4550 Terminal Road #206
Rapid City, SD 57703
1-605-791-6868
memories2@mtrushmore.org

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, Mount Rushmore Memories and other activities—is dedicated to the preservation, promotion and enhancement of Mount Rushmore National Memorial and the values it represents through a partnership with the National Park Service.



November 9, 2015

contact: diana@mtrushmore.org | 605-341-8883

Mount Rushmore Society Launches 75th Anniversary Logo and Celebration Plans for 2016

With the slogan, “Make this the Year You Visit . . . Give . . . Join,” the Mount Rushmore Society, official fundraising partner for Mount Rushmore National Memorial, formally announced a nationwide promotional effort to promote the 75th anniversary of the completion of Mount Rushmore National Memorial in 2016.

Specifically targeting South Dakotans, the Society commissioned a logo and developed the slogan to be the visual identity for a year-long publicity campaign to encourage every man, woman and child in South Dakota to visit Mount Rushmore from now through October, 2016. The logo has been adopted by the State of South Dakota Department of Tourism and will grace the cover of the *2016 South Dakota Vacation Guide*, which is printed by the hundreds of thousands.

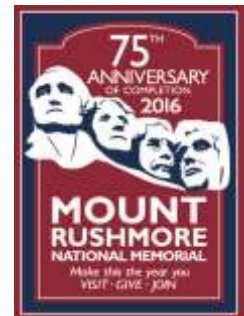
“The Mount Rushmore Society is encouraging communities, trade organizations, chambers of commerce, regional tourism associations and businesses serving the hospitality industry to use the logo to promote Mount Rushmore to their own constituencies,” says Mount Rushmore Executive Director Diana Saathoff. “Mount Rushmore isn’t just a Rapid City or Black Hills thing. We literally want every one in South Dakota to recognize what an economic driver Mount Rushmore is and to celebrate the anniversary in their own way.”

Organizations may contact debbie_ketel@mtrushmore.org to request a digital logo for promotional purposes.

Events are also in the planning stages to celebrate the 75th. Some of the events being spearheaded by the Society itself include:

- Sponsoring a tree for the South Dakota Christmas at the Capitol in 2015 and 2016.
- Sponsoring the opening reception of the 2016 Governor’s Conference on Tourism on January 20, 2016.
- Sponsoring The Journey Museum’s *Journey to Mount Rushmore* exhibit from July to October 2016.

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- Sponsoring the first-ever Find Your Park Festival on August 20, 2016 in Rapid City's Main Street Square as a celebration of the National Park Service's Centennial Celebration as well as Mount Rushmore's 75th anniversary.
- Sponsoring the Black Hills Symphony performance of the *Mount Rushmore Suite* on October 22, 2016.

More information about these events will be available at www.mountrushmoresociety.com as plans are finalized.

Information on Society membership and tax-deductible donations for the Memorial can be found on the organization's website at www.mountrushmoresociety.com or by calling the Society's office at 605-341-8883.

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