



**Mount Rushmore Society
Mount Rushmore Institute**

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**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
Airport Store**

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



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Mount Rushmore Society Receives Black Hills Badlands & Lakes Association 2016 Special Achievement Award for Promoting 75th Anniversary of the Completion of Mount Rushmore

South Dakota's Black Hills and Badlands Tourism Association (BHB) presented the 2016 Special Achievement Award to the Mount Rushmore Society (Society) on October 26 during the BHB's awards luncheon.

This award was given in appreciation for the Society's efforts in providing awareness of the 75th anniversary of the completion of Mount Rushmore and taking the lead in promoting this important anniversary.

"We are honored to be recognized by the entire Black Hills tourism industry for doing what we do best . . . fulfilling our mission of promoting Mount Rushmore," says Executive Director Diana Saathoff. "Thank you for this incredible recognition."

Before 2016 began, the Society created a 75th logo, press releases and promotional items to share with the tourism community to use in their marketing efforts to promote the Black Hills and Mount Rushmore. With the combined efforts of regional tourism associations, chambers, South Dakota Tourism and more, the number of impressions (as a result of this campaign) total into the millions.

The Society also spearheaded many events throughout 2016 to celebrate the anniversary. These included sponsoring a "Rocking 75 Years" reception for the tourism industry during the Governor's Conference on Tourism in January, sponsoring "The Journey to Mount Rushmore" exhibit at The Journey Museum and hosting the Find Your Park Festival in Rapid City which brought a variety of land management agencies together to inform the public about their respective parks and forests. The Society also sponsored the "Mount Rushmore" Symphony, a collaboration of the Black Hills Symphony, Dakota Choral Union, Black Hills State Concert Choir and South Dakota Public Broadcasting and is decorating the premier Christmas tree in the Capitol Rotunda during the 2016 Christmas at the Capitol in Pierre.

More information on the Society's contributions and activities are on our website at www.mountrushmoresociety.com.

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