

Pittsburgh History & Landmarks Foundation Receives *Save Our History* Grant from the History Channel

Foundation Partners with Local Schools to Help Spotlight East Carson Street

NEW YORK, January 20, 2005— The History Channel today announced that it will award The Pittsburgh History and Landmarks Foundation (PHLF) with a \$10,000 inaugural *Save Our History* Grant to partner with 500 students, grades K-8, from Phillips Elementary, Arlington Elementary, Bishop Leonard Catholic School and Philip Murray Elementary on a project designed to raise awareness about East Carson Street, a historic main street on Pittsburgh's South Side. The PHLF is one of 29 history organizations across the country that will receive *Save Our History* community preservation grants to fund innovative, educational projects designed to bring communities together and engage children in the preservation of their local history. The History Channel created the *Save Our History* Grant Program as an extension of the *Save Our History* philanthropic initiative, demonstrating The History Channel commitment to inspiring, motivating and educating local communities on the importance of preserving the past.

Third graders from Phillips Elementary School will work in pairs to identify and document 20 of Pittsburgh's historic main street buildings. Students from other partner schools will either interview senior citizens to document how South Side has changed over time, make silk screens of main street buildings, or compose poems, sketches, and other artistic pieces. PHLF will work with The Saturday Light Brigade, a family-oriented Pittsburgh public radio program, to host chat sessions between students and community members. Community members' recollections of the neighborhood and the main street in particular, will be recorded and archived. The various student activities will culminate with a historically themed "Main Street Scavenger Hunt" this spring, open to the community, and coinciding with PHLF and the South Side Local Development Company's efforts to light the facades of two historic East Carson Street buildings. The students will act as tour guides and hosts at the event and also provide oral histories and personal reflections on the project during a live radio broadcast from East Carson Street.

"We were thrilled by the response to the *Save Our History* National Program," said Dan Davids, President of The History Channel - USA. "The grants not only enable communities to maintain the fabric of their local history, but the collaboration between the schools and the historic organizations brings communities together and the interaction between generations will hopefully inspire young people to continue their historic preservation efforts. We are excited to be a part of that momentum and help give them the tools they need for their projects because unless history lives in the present, it has no future."

The History Channel is also awarding *Save Our History* grants to historic organizations in Boston; Detroit; Kansas City; Milwaukee; Minneapolis; New Orleans; Philadelphia; San Francisco; Seattle; Washington, DC; Charlotte, NC; Tuskahoma, OK; Haines, Alaska; Titusville, NJ; Omaha, NE; Mauston, WI; Millville, NJ; Los Angeles; Cleveland, MS; Baltimore; Charlotte Harbor, FL; Lowell, MA; East Rochester, NY and Chepachet, RI. In total, The History Channel is awarding \$250,000 in grant money. Organizations that applied but did not receive *Save Our History* grants are encouraged to participate in the *Save Our History* Program and will be eligible for The *Save Our History* National Awards Competition. Submissions can be made until April 8, 2005 by

logging onto www.saveourhistory.com.

Save Our History, which received the Promotion Marketing Association's 2004 PRO Award for "Overall Best Idea or Concept," was launched in 1998 and is The History Channel national and grassroots initiative that marshals the network's media, creative, and financial resources as well as its advertising, affiliate and promotional relationships to support community preservation nationwide and to enhance the teaching of local history in America's classrooms.

In 2004, The History Channel created a full educator's manual—now linked to all 50 states' educational standards—in addition to a one-class lesson plan that teachers can utilize to educate students on historic preservation. Approximately 55,000 students in the first year alone used the educators' manual in classrooms across the country. The *Save Our History* campaign also includes original documentaries, national promotion on The History Channel, broadband activities in schools, and past work with The Smithsonian Institution, National Park Service, National Trust for Historic Preservation and others.

Sponsors

For 2005, Lowe's has signed on as the primary sponsor of *Save Our History*, as the official "home improvement" sponsor. Additionally, Lowe's will be the on-air sponsor for the program. Other sponsors include Comcast, U-Haul International, Inc., Fairmont Hotels & Resorts and the National Association for Music Education (MENC).

About Rockefeller Philanthropy Advisors

Rockefeller Philanthropy Advisors is one of the world's largest philanthropy services, helping donors create thoughtful, effective philanthropy throughout the world. Originally developed as the private philanthropy service of the Rockefeller family, it is now an independent, nonprofit service that represents the cumulative knowledge and experience of more than a century of high-quality professional service to America's most philanthropic family. Over the past decade, Rockefeller Philanthropy Advisors has served more than 100 clients and facilitated over \$850 million in gifts/grants to more than 40 countries.

About AASLH

AASLH was born in 1904 as a department within the American Historical Association. Now, one hundred years later, AASLH is the only national association dedicated to the people and organizations that practice state and local history in order to make the past more meaningful to all Americans. From its headquarters in Nashville, Tennessee, AASLH provides a variety of programs and services, as well as leadership in the national arena.

About *Save Our History*

Save Our History, The History Channel strategic philanthropic initiative, is a national and grassroots campaign dedicated to historic preservation and history education through awareness and regional participation. *Save Our History* works to mobilize communities and schools across the country to preserve America's national and local heritage, including landmarks, sites and artifacts. This ambitious endeavor traces its origins to *Save Our History*, the Emmy Award-winning initiative.

The program supplements the teaching of history in America's classrooms, educates the public on the importance of historical preservation and motivates communities across the country to help save endangered local historic treasures. The *Save Our History* campaign includes original documentaries, special teachers' materials, national promotion on The History Channel, broadband activities in schools, and has worked with The Smithsonian Institution, National Park Service, National Trust for Historic Preservation, National World War II Memorial, American Rivers and The White House 200th Anniversary.

Additional information about the grassroots *Save Our History* program, including a comprehensive school manual containing suggested lesson plans for grades two through 12 and details about working with local preservation organizations can also be found at www.saveourhistory.com.

The History Channel

Now reaching more than 87 million Nielsen subscribers, The History Channel®, "Where the Past Comes Alive®," brings history to life in a powerful manner and provides an inviting place where people experience history personally and connect their own lives to the great lives and events of the past. In 2004, The History Channel earned five News and Documentary Emmy® Awards and previously received the prestigious Governor's Award from the Academy of Television Arts & Sciences for the network's "Save Our History®" campaign dedicated to historic preservation and history education.

The History Channel web site is located at www.History.com.

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