

National Great Blacks In Wax Museum ...

NEW YORK, August 22, 2006 - The History Channel awarded the National Great Blacks In Wax Museum and The Juxtopia Group, Inc. in Baltimore, Md. a Save Our History grant to work with Frederick Douglass high school students in Baltimore, Md to research and digitally archive the historical significance and influence of Frederick Douglass. High school students will learn technical skills in digital archiving, computer programming, 3D graphic design, historical analysis and interpretation, research methods, and chronological thinking, but they will also develop a positive self-image and gain a sense of personal pride.

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National Great Blacks In Wax Museum IN BALTIMORE RECEIVES SAVE OUR HISTORY GRANT FROM The History Channel® Lowe's Home Improvement, American Express and Local Cable Affiliates Team with The History Channel Save Our History Program to Support Third Year of Innovative Educational Projects Museum Partners with Local Students to Document History of Frederick Douglass

NEW YORK, August 22, 2006 — The History Channel today awarded the National Great Blacks In Wax Museum in Baltimore, Md. with a \$10,000 Save Our History grant to work with local high school students to research and digitally archive the historical significance and influence of Frederick Douglass. The National Great Blacks In Wax Museum is one of 27 history organizations that will receive Save Our History community preservation grants. These will fund innovative, educational projects designed to bring communities together, actively engage children in the preservation of their local history and communicate the importance of saving local history for future generations.

The History Channel, with the counsel of Rockefeller Philanthropy Advisors (RPA), created the Save Our History Grant Program as an extension of the Save Our History philanthropic initiative and is committed to inspiring and motivating local communities to learn about and take an active role in the preservation of their past through projects involving artifacts, oral histories, sites, museums or landmarks that exist in their own neighborhoods.

Since founding the National Grant Program, The History Channel has received funding requests exceeding \$13.4 million from history organizations representing 50 states and the District of Columbia. To date, The History Channel, together with its sponsors, has contributed nearly \$750,000 in grant funding toward this cause.

The National Great Blacks In Wax Museum will partner with fifty students from Frederick Douglass High School and collaborate with The Juxtopia Group, Inc. to comprehensively study, document, create computer digital artifacts, and digitally archive history on Frederick Douglass. Students will research his life through site visits and document research, and will work to create computer graphic models of Frederick Douglass and associated historical artifacts. Students will also learn and help to create a professional digital curating process for archiving and documenting digital historical artifacts for online accessibility.

Throughout the project, students will not only learn technical skills in digital archiving, computer programming, 3D graphic design, historical analysis and interpretation, research methods, and chronological thinking, but they will also develop a positive self-image and gain a sense of personal pride. By looking into the history of their school's namesake, they will benefit from learning about Frederick Douglass, an important historical figure made even more significant by the fact that he made his greatest contributions right in Baltimore.

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The 2006-2007 grant recipients represent the many diverse and historically significant events, sites and people that make up more than four centuries of American history in 27 communities. Projects range from tracing local immigration and contributions to the civil rights movement to protests at the White House and preservation of a Revolutionary War forge used by officers and soldiers under George Washington.

The History Channel is also awarding Save Our History grants to historic organizations in Allentown, Pa.; Atlanta, Ga; Austin, Texas; Birmingham, Ala.; Deadwood, S.D.; Glasco, Kan.; Holyoke, Mass.; Hunt Valley, Md.; Indianapolis, Ind.; Jefferson, Ga.; Kampsville, Ill.; Lake Orion, Mich.; Laramie, Wyo.; Madison, N.J.; Orono, Maine; Pensacola, Fla.; Princeton, Ky.; San Diego, Calif.; Sharpsburg, Md.; Washington, D.C.; Woodstock, Vt.; two separate organizations in St. Paul, Minn.; and two separate organizations in Seattle, Wash.

"Going into our third year with the Save Our History grant program, it never fails to amaze me the dedication and creativity that these students, their teachers and the great partner organizations bring to the act of learning about and preserving history," said Dan Davids, President of The History Channel - USA. "Together with our sponsors, Lowe's and American Express, as well as our cable affiliates, it makes us proud to assist in the efforts to bring local history to life in these communities and to make it relevant to kids across the country that participate. These 27 grant projects are among the most promising and the most important we've had the good fortune to fund. Over the next year, we're eager to follow the students along on their path to the past and have them teach us a thing or two about who we are and from where we come."

"For over a decade, American Express has supported the work of leading historic preservation groups across the United States through our philanthropic program," said Jim Hedleston, Vice President of Global Media and Content Distribution at American Express. "Sponsoring The History Channel Save Our History programs is another great opportunity for us to expand our longstanding commitment to preservation by supporting programs that engage children and their schools in the exploration of the past in our local communities."

Since its inception in 2004, Save Our History educational grant projects made lasting impressions on thousands of participating students. Achieving a goal of instilling a sense of responsibility and pride in their communities, many students have not only expressed great excitement about their involvement, but some students have even volunteered for project-related initiatives outside the scope and timeline of the program. In its inaugural year, a Save Our History project in Cleveland saw student attendance during this program increase to nearly 100% each day. In 2006, projects in Miami, New York, Phoenix and Augusta, GA Baltimore, will extend indefinitely, apart from the Save Our History program. received commendations from the mayors of each respective city, and still other projects, such as The Black Damask Project in

Historic organizations that are interested in funding for preservation projects developed with local schools or youth groups are encouraged to apply for a 2007/2008 Save Our History Grant. Applications will be available beginning in early 2007.

Each year, The History Channel also seeks to honor teachers and students across the country who have demonstrated an exceptional commitment to local history through their preservation or history education efforts. Applications for the Save Our History National Honors for Teachers and Students are due by March 2007. A creative lesson plan, activity and/or project could win up to \$5,000 in Cash Prizes. For additional information on the Save Our History Grant Program or Save Our History National Honors Program please log onto www.saveourhistory.com.

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About Save Our History Educational Materials

The History Channel, in collaboration with leading educators from the National Council for the Social Studies (NCSS), developed a comprehensive Educators' Manual containing standards-based lesson plans, enrichment activities, and resources that help elementary, middle and high school teachers connect American History content to their local history. The manual guides teachers to engage students in hands-on, experiential preservation projects. The Educators' Manual is supplemented by monthly Save Our History lesson plans sent via email to educators who register online to receive them at www.saveourhistory.com. To date, more than 60,000 educators at schools, youth groups, history museums, and historic sites have used the educational materials to teach over 1.8 Million students about their local history and the importance of preserving it.

Program Sponsors

For 2006-2007, Lowe's continues as one of the primary sponsors of Save Our History, as the official home improvement sponsor. American Express joins the Save Our History program in this third year as the official financial sponsor.

About Lowe's

With fiscal year 2005 sales of \$36.5 billion, Lowe's Companies, Inc. is a FORTUNE® 50 company that serves approximately 11 million customers a week at more than 1,100 home improvement stores in 48 states. Based in Mooresville, N.C., the 59-year old company is the second-largest home improvement retailer in the world. For more information, visit Lowe.com.

About American Express

American Express Company (www.americanexpress.com) is a leading global payments, network and travel company founded in 1850.

About Rockefeller Philanthropy Advisors

Rockefeller Philanthropy Advisors (www.rockpa.org) is an independent, nonprofit service that develops and manages effective giving programs throughout the world. In 2005 Rockefeller Philanthropy Advisors advised on and managed more than \$130 million in giving to more than 30 countries. Headquartered in New York City, San Francisco and Los Angeles, it traces its antecedents to John D. Rockefeller, Sr., who in 1891 began to professionally manage philanthropy "as if it were a business." He set the style of family giving by specifying that grants would be used "for the well-being of people throughout the world." Rockefeller Philanthropy Advisors also includes The Philanthropic Collaborative, a special donor-advised fund for international giving and special projects. with offices in

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 is an Emmy® Award-winning strategic philanthropic initiative of The History Channel that launched in 1998, designed to further historic preservation and history education. 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. - more-

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

The History Channel® is one of the leading cable television networks featuring compelling original, non-fiction specials and series that bring history to life in a powerful and entertaining manner across multiple platforms. The network provides an inviting place where people experience history in new and exciting ways enabling them to connect their lives today to the great lives and events of the past that provide a blueprint for the future. The History Channel has earned six News and Documentary Emmy® Awards and 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 reaches more than 89 million Nielsen subscribers. The website is located at www.History.com .Press Only: For more information and photography please visit us on the web at www.historychannelpress.com.