



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Hoover Presidential Foundation to tell history through Twitter

WEST BRANCH, IOWA – July 8, 2015 – The Hoover Presidential Foundation will reenact a point in history as if the participants used Twitter. Tweets will come from multiple accounts based on historical figures and will chronicle the event that launched Herbert Hoover’s humanitarian career. Six to ten tweets will be released daily beginning Monday, July 13 and ending Friday, July 17. Individuals can follow the story by searching #HooverHelps on Twitter. The tweets will appear in reverse chronological order.

“It’s the period when Hoover set aside his engineering career and private life, and began his public service work,” said Foundation executive director, Jerry Fleagle. “Hoover set out to help thousands of Americans stranded in London at the start of WWI return home safely. That is the story the tweets will tell.”

Our story will be told in a week. It took much longer than that to get the nearly 120,000 Americans back to the United States. Dates will be included in the tweets in order to give readers an idea of the historical timeline. The story is based on facts and actual events with some added dramatizations.

“It is an interesting way to put historical information in front of a generation that learns using technology rather than digging through history books,” said Fleagle. “We are excited to present the story and think it will engage audiences of all ages.”

The story will be told with tweets from seven Twitter accounts: Herbert Hoover (@HerbertHoover31), Walter Hines Page, United States Ambassador to the United Kingdom during WWI (@AmbassadorPage), Cesare Ritz, Savoy Hotel Manager (@SavoyMrRitz), Harry Gordon Selfridge, Owner of Selfridge’s Department Store (@HarrySelfridge), the Furlong Family, a fictional family (@Furlong_Family), the Cotter Family, a fictional family (@TheCotterFamily), and Lady Lamenski, a fictional woman (@LadyLamenski).

About the Foundation

The Hoover Presidential Foundation is a private nonprofit organization for the Herbert Hoover Presidential Library-Museum and Hoover National Historic Site in West Branch, Iowa. The Foundation fosters the collection, interpretation and preservation of historical resources relating to the life, ideas, values and times of Herbert Hoover, 31st President of the United States.

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Tweet samples from the storyline

@HarrySelfridge

August 20, 1914- @HerbertHoover31, I have been made aware of the struggles faced by the displaced Americans. Please let me know if there is anything I can do to assist #HooverHelps

@HerbertHoover31

Thank you, @HarrySelfridge. You do a lot of printing in promotion of your establishment. Could you include updates on our relief efforts to keep all informed? #HooverHelps

@HarrySelfridge

I am certainly interested, @HerbertHoover31. We should meet to further explore and discuss #HooverHelps

@HerbertHoover31

@HarrySelfridge, How about 2 pm at the Savoy Hotel #HooverHelps

@LadyLamenski

September 7, 1914- @HerbertHoover31 I simply will not board this ship unless you can guarantee it won't be sunk by those ruthless Germans! #HooverHelps

@HerbertHoover31

@LadyLamenski You have my assurance, madam. I suggest you leave now while you still can! #HooverHelps
