



NEWS RELEASE

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Upcoming exhibit to be largest ever at Presidential Library-Museum

WEST BRANCH, IOWA – July 30, 2014 – As we approach the 100 year anniversary of America’s involvement in World War I, we’d like to take the opportunity to tell the story of how the events of that time led Herbert Hoover into public service and on the path to becoming, “The Great Humanitarian.”

The Hoover Presidential Foundation is working on the development of the largest temporary exhibit at the Presidential Library-Museum. “The name of the exhibit is, ‘The Making of the Great Humanitarian: Herbert Hoover and World War I,’” said Jerry Fleagle, executive director of the Foundation. “The emphasis is built around Hoover’s rise into public service through the food relief efforts he took on during the war.” It will open in April 2015.

Foundation board of trustees president, Charlie Becker, says all the logistical pieces are lining up nicely. “We have great synergy among staff at the Foundation, Tom Schwartz at the Library-Museum and Superintendent Pete Swisher at the National Park Service, said Becker. “There’s an avalanche of great things to come.”

The exhibit consists of five key elements utilize space inside the museum and on the ground in Hoover Park. The five elements include:

- The Hoover 4-D experience – 3-D projection mapping and other effects will be used in the Figge Auditorium to tell young Hoover’s story, similar to the methods used in creating the Ghost of Lincoln exhibit at the Lincoln Library
- Savoy Hotel depiction – Hoover used London’s Savoy Hotel as a base to rescue thousands of Americans stranded overseas when the war broke out. The Quarton Gallery will be converted into the Savoy. We’ll take you there.
- World War I trench – Get a feel for what war was like in the trenches with sensor activated effects and immersion technologies that simulate battle conditions
- 46 foot, 1/6 scale replica Belgian Relief Ship – Visitors will learn about the difficulty of shipping relief supplies into a war zone and how much labor was needed to move the goods
- Belgian Village – Village exhibits will depict what life was like in this small, starving kingdom and the efforts Hoover made to save an estimated 10 million people from starvation



In an effort to build support and interest in the upcoming exhibit, the Hoover Presidential Foundation will be taking the ship replica and a portion of the Belgian Village to the Iowa State Fair, Aug. 7 to 17. The ship, and accompanying Belgian Village Café, will be located near the Grand Avenue gate.

The exhibit is being built by Dan Yeager of Yeager Instruments, Inc., Iowa City. In 1989, Yeager built the popular World War One exhibit named, "Over There," at the Herbert Hoover Presidential Library-Museum. That exhibit attracted nearly 90,000 visitors over a six month period, doubling the average annual attendance at the Library-Museum.

"The ship is specially designed for parades," said Yeager. "It can bend around corners, making it much easier to maneuver on city streets. We'll have a loud ship's horn and working smokestack, too." Look for the ship to tour the State Fairgrounds twice a day.

At the Belgian Village Café, children visiting the fair may drop by for a free 'Hoover Cookie.' The cookies are symbolic of the 'Hoover Biscuit,' a nutritional 'cake' that Hoover had made to help sustain life among the starving. If the 'cookie' was all a person had to eat in a day, it was enough to keep them alive another day. By giving them away free to children at the fair, it presents an opportunity to tell the story of how Herbert Hoover kept millions alive during that time period.

It's estimated that Hoover fed 2.5 million children between 1914 and 1918 throughout the ravaged continent of Europe. Belgium was a top priority because the tiny kingdom imported 80% of its food supply, which was cut off during the war. Hoover created the Commission for the Relief of Belgium (CRB), and is credited with saving 10 million people from starvation there.

The Foundation plans to bake and distribute 50,000 free cookies during the Iowa State Fair.

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Note to editors: For more information, photo files and video clips, visit www.HooverCookie.com.
