



News Release

67-10
March 19, 2010

CONTACT:
David Blanchette
(217) 558-8970

FOR IMMEDIATE RELEASE

21st century social media and a 19th century President

“Race to 10,000” contest offers prizes for Presidential Library and Museum new Facebook and Twitter fans

SPRINGFIELD – Twenty-first century social media users are invited to become acquainted with a 19th-century President by entering the “Race to 10,000” contest sponsored by the Abraham Lincoln Presidential Library and Museum (ALPLM) in Springfield, Illinois.

Beginning March 19 and ending at 11:59 p.m. CST on April 18, 2010, the ALPLM is seeking to reach 10,000 new fans each on its Facebook and Twitter pages, and those who sign up during that time period are automatically registered for a random prize drawing that includes a rarely offered tour of the vault where some of the world’s top original Lincoln treasures are stored when they are not on display in the Museum. The prize package also includes an overnight stay at the Springfield Hilton, and a behind-the-scenes tour of the high-tech wizardry for which the Presidential Museum is famous. Each winner may bring one guest. One prize package will be awarded for Facebook and one for Twitter, but only if 10,000 fans are reached by the deadline for each social media outlet. Complete contest rules are available at the Presidential Library and Museum.

The links are <http://www.facebook.com/Lincoln.Museum> and <http://twitter.com/ALPLM>.

The contest winners will be formally announced on the Presidential Museum’s fifth anniversary, April 19, 2010.

The ALPLM uses Facebook and Twitter to keep fans informed of the latest events, special offers and acquisitions at the world’s largest and most visited Presidential Library and Museum. Fans will be among the first to learn about exciting new exhibits and events being planned for the 150th anniversary of the Civil War starting this fall.

#