

FOR IMMEDIATE RELEASE

## ***Rockwell's America: Celebrating the Art of Norman Rockwell*** **Exhibit Comes to the King of Prussia Mall**

*Donate a food item to PhilAbundance then step into a heartwarming American experience brought to life through a world-renowned artist's perspective*

**King of Prussia, PA- November 10, 2009-** An all-new exhibit featuring a special collection of Norman Rockwell's Saturday Evening Post covers, illustrations, paintings and sculptures, will officially open to the public on Thursday, November 12 at the King of Prussia Mall in Pennsylvania. The exhibition, titled *Rockwell's America: Celebrating the Art of Norman Rockwell*, was created by Exhibitgroup/Giltspur., a leading experiential marketing agency.

"We are thrilled to present this wonderful exhibit portraying such a celebrated American artist. This is the first time the exhibit has been showcased in the Philadelphia area, and we're honored to be sharing it with our customers," said Robert Hart, General Manager of the King of Prussia Mall. "If you're looking for a heartwarming holiday experience, this attraction is not to be missed. It opens just in time for Santa's arrival, kicking off a season of new and old American traditions, designed to delight all our visitors."

In the giving holiday spirit, King of Prussia has teamed up with PhilAbundance, the region's largest food bank and hunger relief organization and will offer \$1 off the \$5 admission price to those who bring a canned or non-perishable food item for donation.

"King of Prussia Mall is a wonderful partner and we're grateful that they've invited us to collect food donations in conjunction with *Rockwell's America: Celebrating the Art of Norman Rockwell*. Sharing food with those in need is an all-American tradition and it seems so fitting to partner our cause with an artist that understood our cultural values and spirit," said Martha Buccino, Director of Strategic Development for PhilAbundance. For a list of preferred food donation suggestions, please go to [www.kingofprussiamall.com](http://www.kingofprussiamall.com).

For more than 60 years, Norman Rockwell painted iconic images of the simple and heartwarming moments that made up American life -- the first date, a soldier coming home on leave or the family gathered around the Thanksgiving table. Rockwell's artwork gained immense popularity through his illustrations for the covers of *The Saturday Evening Post*. For the first time in the Philadelphia area, these covers and much more of Rockwell's artwork will be brought to life in an amazing 10,000-square-foot interactive exhibit.

*Rockwell's America* is the largest 3-D Norman Rockwell exhibit in the world and takes visitors on a unique journey that includes segments from the Academy Award winning film "Norman Rockwell's World", 20 theatrical environments, 35 three-dimensional life-sized depictions of Rockwell's characters and dozens of interactive educational experiences depicting changing times and technologies in America.

**Exhibit Info:**

**Location:** Lower Level Plaza (near Rite Aid entrance) inside the King of Prussia Mall

**Hours:** 10 a.m. - 9 p.m., Tuesday through Saturday and 11 p.m. - 6:00 p.m. Sunday

**Price:** \$5.00 per person (\$1 off price of admission with the donation of a canned good or non-perishable item)

**When:** November 12, 2009- March 14, 2010

For more information visit, [www.kingofprussiamall.com](http://www.kingofprussiamall.com) or call King of Prussia Mall's Customer Service Desk at (610) 265-5727.

**About King of Prussia Mall**

The King of Prussia Mall, developed and managed by Kravco Simon Company, is the east coast's premier shopping destination featuring seven department stores, more than 400 retailers and more than 40 restaurants. Easily accessible off Route 202, I-76, and the Pennsylvania Turnpike, King of Prussia is within one mile of Valley Forge National Historic Park and the Valley Forge Convention Center. For more information about King of Prussia, visit [www.kingofprussiamall.com](http://www.kingofprussiamall.com).

**About Exhibitgroup/Giltspur**

Exhibitgroup/Giltspur (EG) is an award-winning experiential marketing agency known for creating meaningful and memorable brand experiences. Through exhibits, events, mobile marketing tours, permanent installations and retail environments, EG helps clients accelerate the sales process, deepen brand loyalty and consistently deliver superior results. The company also creates branded entertainment experiences that surprise and delight audiences worldwide. EG recently joined with sister company GES, one of the largest exhibition services contractors, to provide clients with unmatched program solutions. Backed by the financial strength of their parent company, [Viad Corp](http://www.viadcorp.com) (NYSE: VVI), EG and GES employ approximately 3,500 professionals in 58 client care centers throughout the world. For more information, please visit [www.e-g.com](http://www.e-g.com) and [www.ges.com](http://www.ges.com)

**About Curtis Publishing Company**

Curtis Publishing Company is the exclusive licensor of the over 4,000 cover illustrations by the Great American Illustrators that have appeared on the covers of *The Saturday Evening Post and Country Gentleman* magazines. For additional information, visit [www.curtispublishing.com](http://www.curtispublishing.com)

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