



For Immediate Release:

Tuesday, Aug. 9, 2011

**OFFICIAL BOOK OF THE NATIONAL SEPTEMBER 11 MEMORIAL IS RELEASED
WITH A NEW DISPLAY AT THE UPDATED 9/11 MEMORIAL PREVIEW SITE**

***'A PLACE OF REMEMBRANCE' Debuts in Bookstores, along with
New Artifacts and Installations at the 9/11 Memorial Preview Site
Leading Up to the 10th Anniversary of the Attacks***

NEW YORK (Aug. 9, 2011) - To mark the 10th anniversary of the 9/11 attacks, National Geographic has released *A PLACE OF REMEMBRANCE: Official Book of the National September 11 Memorial* (\$19.95), in bookstores today.

In concert with the book release, the National September 11 Memorial & Museum has also unveiled new displays at the 9/11 Memorial Preview Site.

Both the book and the updated displays at the Preview Site, 20 Vesey St., are dedicated to the 2,983 men, women and children killed in the terrorist attacks on Sept. 11, 2001, in New York, Pennsylvania, and the Pentagon, and in the Feb. 26, 1993, World Trade Center bombing, and to their families and friends.

A PLACE OF REMEMBRANCE, with a foreword by Mayor Michael R. Bloomberg, who chairs the Memorial, was written by 9/11 Memorial staff members Allison Blais and Lynn Rasic and published by National Geographic. The book honors those who were lost, celebrates the spirit of hope in the aftermath of the attacks, and tells the emotional story behind the creation of the 9/11 Memorial. The afterword is by 9/11 Memorial President and CEO Joe Daniels.

Proceeds from *A PLACE OF REMEMBRANCE* will be used to support the Memorial. The book is available at the 9/11 Memorial Preview Site, at 911memorial.org, and at retailers nationwide.

Paula Grant Berry, whose husband David Berry died on 9/11, explains that, "this book tells the poignant story of the creation of a place where family members of the victims will come to honor their loved ones - and a place for all of us to teach future generations about what happened that tragic day."

"A remarkable story of a day of unspeakable tragedy and loss that for all its horror, nevertheless inspired ordinary human beings to do extraordinary things," said Tony Blair, former prime minister of the United Kingdom. "It shows above all, that in the final analysis, good does indeed triumph over evil."

"In the aftermath of September 11th, we saw the best of humanity overcome the worst kind of hate," said Rudolph W. Giuliani, former mayor of the City of New York. "This book reminds us that America's spirit is stronger than the terrorists who sought to break our spirit on that terrible day."

Jon Stewart, host of the "Daily Show" and 9/11 Memorial board member, described the book as, "a painful, necessary, and ultimately incredibly inspiring account of the terrible toll we paid on 9/11 and the determination to honor those who were lost and heal those who were not."

Illustrated with dramatic images, some never before published, the book tells the story of the World Trade Center buildings, the earthshaking attacks, and the days after, as anxious rescue efforts became months-long recovery and cleanup.

It recounts the public meetings and debates over how to commemorate the victims, the 5,201 plans from 63 nations that were considered for a memorial, and the one finally approved - "Reflecting Absence" by New York architect Michael Arad and California landscape architect Peter Walker.

The 9/11 Memorial Preview Site, which has been open since 2009, will debut *A PLACE OF REMEMBRANCE* and has undergone profound improvements and updates to continue giving visitors a unique experience after the public opening of the 9/11 Memorial on Sept. 12, 2011.

A new kiosk shows images of memorials around the country and the world, many of which incorporate steel from the World Trade Center. A large display case includes a rotation of family-donated artifacts and recovered property to personalize the individual victims. Another important addition is a large steel installation in the shape of the New York City skyline, currently being created by Rafe Greco, the ironworker who cut down the "Last Column."

"At its core, the 9/11 Memorial's purpose is to honor the people who are no longer with us," write Blais and Rasic in their introduction to *A PLACE OF REMEMBRANCE*. "It also offers the tremendous opportunity to bring people together in much the same way that we saw the world come together immediately following the attacks. For those who may never have a chance to visit in person, we hope this book offers a way of honoring the victims. The act of remembering is a measure of tribute in and of itself."

For more information on *A PLACE OF REMEMBRANCE* or to reserve a free visitor pass to the 9/11 Memorial, go to 911memorial.org.

ABOUT THE 9/11 MEMORIAL PREVIEW SITE

Visit the 9/11 Memorial Preview Site near the World Trade Center and learn about the National September 11 Memorial & Museum. Through models, renderings, films, and real-time images of construction, visitors can understand the plans and progress being made at the site. Keepsakes and mementoes are available at the Preview Site and at

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WWW.911MEMORIAL.ORG

shop.911memorial.org. All net proceeds are dedicated to developing and sustaining the National September 11 Memorial & Museum.

The 9/11 Memorial will open on the 10th anniversary of the 9/11 attacks. The 9/11 Memorial Museum will open in 2012. Admission to the Preview Site is free. Hours: Monday - Saturday: 10 a.m. - 7 p.m., Sunday: 10 a.m. - 6 p.m.; The Preview Site will be closed on New Year's Day, Thanksgiving Day and Christmas Day.

ABOUT THE AUTHORS

Allison Blais is chief of staff of the National September 11 Memorial & Museum and previously worked at the Lower Manhattan Development Corporation, the agency that oversaw the memorial design competition. Lynn Rasic is senior vice president for public affairs and communications of the National September 11 Memorial & Museum. She was deputy press secretary to Mayor Rudolph Giuliani on Sept. 11, 2001.

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