



News Release

Tuesday, May 13, 2014

Contact:

Mike Vietti, National World War I Museum, 816-888-8122, mvietti@theworldwar.org

National World War I Museum Day at The K on May 17 to Highlight Great Stories as Part of the War's Centennial Year Recognition

Event with Kansas City Royals, presented by Waddell & Reed, features Hollywood producer; WWI tribute video; U.S. Army 1st Infantry Division Band and Museum admission giveaways

KANSAS CITY, Mo. – The National World War I Museum has great stories to tell.

Through a partnership with Waddell & Reed, the Kansas City Royals and a Hollywood producer, the Museum will bring stories to life May 17 with *National World War I Museum Day at The K, A Remembrance You Will Never Forget* as part of the Royals 6:10 p.m. contest against the Baltimore Orioles.

Sponsored by Waddell & Reed, *National World War I Museum Day at the K, A Remembrance You Will Never Forget* honors the upcoming centennial of the Great War.

The game will feature the debut of a three-minute video about the intersection of baseball and the Great War that will be shown on the Royals' CrownVision immediately before the playing of the National Anthem. Produced by Warrensburg, Mo., native and Hollywood producer Grant Curtis, the video tells the story of how the Star-Spangled Banner was first played at a sporting event during the 1918 World Series, a key moment in the United States involvement in the war, and later would become the country's National Anthem.

Fans will also be treated to a performance from the 1st Infantry Division Band and Color Guard, which is based at Ft. Riley in Manhattan, Kan. The 1st Infantry Division, known as the "Big Red One," is the oldest existing division in the U.S. Army. Created in 1917 in advance of U.S. entry into World War I, the 1st Infantry Division included the first soldiers to arrive in France, the first to fire shots and the first to suffer casualties during the war.

The first 20,000 fans will receive a "buy-one-admission, get-one-free" coupon to the National World War I Museum.

"National World War I Museum Day at the K provides an important opportunity to create awareness about the upcoming centennial of World War I," National World War I Museum at Liberty Memorial President and CEO Dr. Matthew Naylor said. *"We are indebted to Waddell & Reed for its partnership and believe the involvement of Grant Curtis and the 1st Infantry Division will help create an experience Royals fans will never forget."*

Thomas W. Butch, executive vice president of Waddell & Reed Financial, Inc., is Chairman of the Board of Directors for the Museum. Waddell & Reed's involvement with the Museum has spanned many years, including in 2012 the presentation of the Honoring our History Tour, a traveling gallery of Museum artifacts that visited 75 cities across the country and raised more than \$400,000 for the Museum and partner organizations. Waddell & Reed was founded in 1937 by two World War I veterans.

NATIONAL
WWI
MUSEUM
AT LIBERTY MEMORIAL

“The National World War I Museum is a treasure in our community, for our country and for the world,” said Butch. “We see this day at Kauffman Stadium as an opportunity for fans to learn more about a turning point in world history and learn more about a globally important institution in Kansas City.”

Curtis, a life-long Royals fan and producer of Hollywood blockbusters such as the *Spider-Man* films and *Oz the Great and Powerful*, will attend the game. Curtis jumped at the chance to support the museum’s efforts by helping produce the tribute video and capturing one of the great stories the Museum shares about “the war to end all wars.”

“Having family members in the service, I hold a great appreciation for the sacrifice made by our brave men and women in uniform,” Curtis said. “I recognize the important work that the Museum is doing in preserving these stories of heroism for generations to come.”

Living History volunteers from the Museum will also be present at the game to provide a glimpse of soldier life during World War I. Objects from the war including helmets, uniforms and binoculars will be available for fans to touch and inspect.

About the National World War I Museum at Liberty Memorial

The National World War I Museum at Liberty Memorial is the only American museum solely dedicated to examining the personal experiences of a war whose impact still echoes in the world today. The National World War I Museum holds the most diverse collection of World War I objects and documents in the world and is the second-oldest public museum dedicated to preserving the objects, history and experiences of the war. The Museum takes visitors of all ages on an epic journey through a transformative period and shares deeply personal stories of courage, honor, patriotism and sacrifice. Designated by Congress as America’s official World War I Museum and located in downtown Kansas City, Mo., the National World War I Museum inspires thought, dialogue and learning to make the experiences of the Great War era meaningful and relevant for present and future generations. To learn more, visit www.theworldwar.org.

###