

**News Release**

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## **National World War I Museum Launches Digital Exhibit on the Google Cultural Institute**

**Kansas City (July 12, 2014)** - The National World War I Museum at Liberty Memorial announced today that it will join over 400 existing online exhibits through its partnership with the Google Cultural Institute, a collaboration between Google and museum partners from across more than 50 countries that work to preserve and promote culture online. The National World War I Museum's collection commemorates the war's centenary through a digital exhibit that features a range of the Museum's prized content.

The exhibit, [\*Home Before the Leaves Fall\*](#), explores the assassination of Archduke Franz Ferdinand, the July Crisis and the opening months of the Great War through an examination of images, objects, video and audio recordings. The content comes together in a timeline that allows visitors to engage with the material as a curated story or pick out individual pieces to examine further with high resolution imagery and zoom capability. Visitors to the collection will see objects ranging from images of infantries from across Europe to the different styles of uniforms and weaponry as well as quotes from a variety of participants in the conflict.

"As we commemorate the Centennial of World War I, it's absolutely critical that we engage a wide audience so that we can educate the public about the Great War and its enduring impact on society," said National World War I Museum President and CEO Dr. Matthew Naylor. "This partnership with Google allows us to present items from the Museum's collection in a manner never seen before, while calling attention to one of the most transformative events in human history."

"Today marks the continuation of the great partnership that the City of Kansas City has developed with our friends from Google," said Kansas City Mayor Sly James. "The National World War I Museum is one of our community's crown jewels and thanks to the work of the Google Cultural Institute, some of our World War I artifacts, videos and documents will now be available to an even broader national and international audience. Students, researchers and historians will now have online access to one of the greatest collections of its kind in the world...right here in Kansas City."

"Google has worked extensively in Kansas City to boost connectivity and increase access to what the Web has to offer. Now, through this new endeavor with the World War I Museum, an important piece of Kansas City will be available to Internet users worldwide." said Rachel Merlo, Community Manager for Google Fiber "Visitors to this Cultural Institute collection can immerse themselves in a wealth of archival material with just a click of a button."

### **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

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AT LIBERTY MEMORIAL

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 [theworldwar.org](http://theworldwar.org).

**About The Google Cultural Institute**

The [Google Cultural Institute](http://www.google.com/culturalinstitute) is dedicated to creating technology that helps the cultural community to bring their cultural treasures, archives, heritage sites and other material online. The aim is to increase the range and volume of material from the cultural world that is available for people to explore online and in doing so, democratize access to it and preserve it for future generations.

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