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**News Release**  
**Thursday, July 5, 2018**

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**National WWI Museum and Memorial's Matthew Naylor Named 2018 NonProfit PRO Executive of the Year**

**KANSAS CITY, Mo.** – NonProfit Pro named National WWI Museum and Memorial President and CEO Dr. Matthew Naylor as its 2018 Executive of the Year as announced in its recent magazine issue.

A leading resource in the nonprofit sector, NonProfit Pro recognizes individuals for their outstanding dedication and passion to promoting social good through its NonProfit Professionals of the Year program.

"I'm honored to be recognized for the tremendous work we've done at the National WWI Museum and Memorial," Naylor said. "This has always been one of the world's great museums and memorials and it's exciting when the national and international spotlight shines on our efforts to educate the public about the Great War's enduring impact."

Under Naylor's guidance, the Museum and Memorial has reached unprecedented heights. Since his tenure began in the spring of 2013, the organization grew attendance by more than 60 percent during a time when many museums across the country are facing stagnant or declining attendance.

Additionally, the Museum and Memorial has set records for revenue, website traffic and media impressions under Naylor, while also receiving international recognition, including being named as one of the 12 best military museums in the world by CNN, one of the top 5 museums in the U.S. by Yelp and one of the top 25 museums in the nation by TripAdvisor. The organization also hosted the official United States commemoration of the nation's entry into World War I in 2017, an event attended by dignitaries from 28 countries across the world.

Naylor supported a bi-partisan effort from members of Congress in passing legislation to formally recognize the institution as America's National WWI Museum and Memorial in 2014. In 2015, Naylor was appointed as a Commissioner the United States World War I Centennial Commission, which is responsible for the nation's commemoration of the Great War.

Naylor currently serves on the Kansas City Economic Development Corporation Advocacy Council and the board of the Hartsook Centre for Sustainable Philanthropy. Naylor earned a PhD from Curtin University in Perth, Australia.



Established in 2007, the NonProfit Pro NonProfit Professionals of the Year program has recognized recipients from organizations across the world, including the Children's Institute for Learning Differences, Navy League of the United States, the New England Center for Children, No Time for Poverty, the Ovarian Cancer Research Fund Alliance, the Puerto Rico Community Foundation, The Salvation Army, the Urban Resource Institute and more.

### **2018 NonProfit PRO Nonprofit Professionals of the Year**

Nonprofit Professional of the Year: Tarsha Whitaker Calloway, Emory University  
Nonprofit Professional of the Year (International): Michelle Winser, Destiny Rescue Australia  
Lifetime Achievement: David Pena, Jr., Association of Latino Professionals For America  
Fundraiser of the Year: Tabitha Glenn, ALSAC/St. Jude's Children's Research Hospital  
Executive of the Year: Dr. Matthew Naylor, National WWI Museum and Memorial  
Board Member of the Year: Starr Purdue, Navicent Health  
Technology Professional of the Year: Kathryn Harriman, NPower  
Marketer of the Year: Lara Banks, St. Michael's Hospital Foundation  
Unsung Heroes: Steve and Mary Bryan, Child Bridge

### **About the National WWI Museum and Memorial**

The National WWI Museum and Memorial is America's leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community. The Museum holds the most comprehensive 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 Memorial and located in downtown Kansas City, Mo., the National WWI Museum and Memorial 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).

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