



AMERICA'S 400TH ANNIVERSARY

The Journey That Changed the World

Sandra Day O'Connor, Honorary Chair

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New PSAs extend 400th anniversary's cultural message

Williamsburg, VA - New public service announcements being distributed to 600 television stations around the country are emphasizing a key message of America's 400th Anniversary.

The 60-, 30- and 15-second spots were produced to build upon one of the commemoration's major successes: Connecting Americans to the story of three cultures that came together in the Historic Triangle and forged lasting social patterns.

The 60- and 30-second spots feature a poignant sound bite from Queen Elizabeth II's address to the Virginia General Assembly last May: "Human progress rarely comes without a cost. And those early years in Jamestown, when three great civilizations came together for the first time -- Western European, Native American and African -- released a train of events which continues to have a profound social impact."

The PSAs, expected to be broadcast through the spring and summer, feature footage provided by Colonial Williamsburg, the Jamestown-Yorktown Foundation and Historic Jamestowne. They were produced by Virginia Bertholet and Carousel Communications.

Jamestown 2007 distributed PSAs featuring Justice Sandra Day O'Connor to television stations at this time last year. That distribution resulted in more than 1,350 placements with a value of approximately \$225,000.

Jamestown 2007, a sub-agency of the Jamestown-Yorktown Foundation, coordinated efforts to commemorate the 400th anniversary of Jamestown, Va., the first permanent English settlement in the Americas. The nation's first representative government, free enterprise system and culturally diverse society began at Jamestown. State, national, and international commemorative events to salute these legacies began in May 2006 and continue into 2008. Major corporate sponsors of America's 400th Anniversary include Norfolk Southern Corporation (NYSE: NSC), Verizon (NYSE: VZ) and The Colonial Williamsburg Foundation. Other supporters include Anheuser-Busch Companies, Inc. (NYSE: BUD), AirTran Airways (NYSE: AAI), Consol Energy and CNX Gas Corporation, Dominion, James City County, Lockheed-Martin, McGuireWood LLP, Philip Morris USA, SunTrust, TowneBank and Wolseley PLC/Ferguson Enterprises, Inc. Contributors include the City of Poquoson and Rutherford Insurance. More information about the commemoration is available at www.Americas400thAnniversary.com.

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Jamestown 2007 is a sub-agency of the Jamestown-Yorktown Foundation, an agency of the Commonwealth of Virginia