



# AMERICAN HERITAGE PUBLISHING COMPANY

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## **American Heritage Launches New Website Featuring the National Portal to Historic Collections**

***A “transformative event” for the history community, the site enables web users to search hundreds of museum collections at once for the first time, plus access 13,000 articles from the pages of America’s leading history magazine.***

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*Washington, DC – American Heritage* has just launched its new website, which includes six decades of writing from America’s oldest and best-known history magazine.

The website contains the most comprehensive online collection of historic artifacts on the Internet. This new National Portal to Historic Collections, developed by American Heritage in conjunction with the American Association for State and Local History (AASLH), will give museums greater visibility and provide a low-cost way to move their collections online.

“This site has a treasure trove of artifacts that have never been seen before,” says Edwin S. Grosvenor, President and Editor-in-Chief of American Heritage. “Searching here is like getting to go back behind the scenes at places such as Gettysburg, Antietam, and Valley Forge,.

A recent survey by American Heritage revealed that only about one percent of history museums nationwide have their collections on their Internet. The National Portal will change that dramatically as more museums add their collections every day.

“AASLH partnered with American Heritage Publishing out of a shared vision to increase the accessibility of America’s historic collections,” said Terry Davis, President & CEO of AASLH, the 106-year-old association that represents the thousands of museums and historical societies nationwide. “The National Portal represents a tremendous milestone in the effort to digitize historical collections by making them available to virtually anyone at any time.”

Every museum that participates in the National Portal has its own personalized area, enabling users to browse their particular collection. In addition, a national search page facilitates comprehensive searches across multiple collections. Researchers, students, curators, re-enactors, and heritage travelers worldwide can now access never-before-seen treasures including John Brown’s Bible, Abraham Lincoln’s chair, Dwight D. Eisenhower’s briefcase, in addition to letters, military artifacts, paintings, and much more.

“The strategy of collections aggregation is brilliant because it not only promotes individual museums, but enables cross-museum searches so the whole is greater than the sum of its parts,” stated Anna Holloway, VP, Collections of the Mariners’ Museum in Newport News, VA. “The Mariner’s Museum put their collection online several years ago, and it has paid off in increased loan fees, greater visibility (even internationally), and increased image licensing.”

The website is free to the public, and supported by paid advertising from state and local tourism offices and history-related products.

Nearly every famous historian of the last 60 years has written for *American Heritage Magazine*, including Steven Ambrose, Daniel Boorstin, Douglas Brinkley, Bruce Catton, Joseph J. Ellis, John F. Kennedy, William Manchester, Samuel Eliot Morrison, Arthur Schlesinger, Jr., Barbara Tuchman, and Geoffrey Ward. David McCullough published 12 articles with the magazine, where he used to work as an editor.

“We do three things with this website: tell great stories about the past, show the historic artifacts, and give lots of travel advice for travelers,” says Mr. Grosvenor. “There is really no other website at all like this on the Internet.”

To learn more, visit [www.AmericanHeritage.com](http://www.AmericanHeritage.com).

#### **About American Heritage Publishing:**

American Heritage Publishing produces the *American Heritage* magazine, which was originally founded by AASLH in 1949 and is touted by many as the oldest and finest magazine of American history. American Heritage Publishing also publishes books and a second magazine, *Invention & Technology*, the only popular magazine dedicated to the history of invention and innovation. This portfolio is rounded out by [AmericanHeritage.com](http://AmericanHeritage.com), which is home to 13,000 articles on history written by the leading historians of the last half century.

#### **About the American Association for State and Local History:**

The American Association for State and Local history is a not-for-profit professional organization of individuals and institutions working to preserve and promote history. From its headquarters in Nashville, Tennessee, AASLH works to advance knowledge, understanding and appreciation of local history in the United States and Canada. AASLH publishes books, technical publications, a bimonthly magazine, and monthly newsletter; sponsors regional and national training workshops and an annual meeting.

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