



# News Release

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FOR IMMEDIATE RELEASE**

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**Foundation for the National Archives Presents 2012 Heritage Award to  
Philanthropist Jacqueline Badger Mars**

*Award presented at annual gala chaired by  
David M. Rubenstein*

**Washington, DC** – November 16, 2012 – The Foundation for the National Archives presented its first Heritage Award to philanthropist Jacqueline Badger Mars Tuesday November 13, at the Foundation’s annual black-tie gala. The event was chaired by David M. Rubenstein.

Presenting sponsor was AT&T Services, Inc., with special thanks to the Maris S. Cuneo Foundation and the Eliasberg Family Foundation, Inc.

The Heritage Award takes its name from the “Heritage” sculpture outside the National Archives Building and recognizes individuals, corporations, and organizations whose deeds are consistent with the Foundation’s mission of educating, enriching, and inspiring a deeper appreciation of our country’s heritage through the collected evidence of its history.

A lifelong businesswoman, philanthropist, and advocate for women’s education, Jacqueline Mars was honored for her support of the National Archives as well as other arts and cultural institutions in Washington, DC.

“We are so excited to present Jacquie with our first Heritage Award,” said Foundation President A’Lelia Bundles, who presented the award along with Archivist of the United States David S. Ferriero. “We are inspired by Jacquie’s personal passion for history and her commitment to preserving documents, books, and artifacts that celebrate our nation’s heritage.”

“Jaqueline Mars shares our passion for making historical records available to the public and preserving them for future generations,” said Ferriero. “She, along with the entire Mars family and Mars, Incorporated, inspire us to continue the important work of increasing historical awareness and improving civic education in our country and around the world.”

The Foundation’s annual gala, which includes the awards ceremony in the Archives’ William G. McGowan Theater and an elegant seated dinner in the Rotunda Galleries,

celebrates the public-private partnership between the National Archives and its nonprofit partner, the Foundation for the National Archives.

The WPAS Children of the Gospel Choir, a favorite of the honoree, opened the awards ceremony with a performance of “America the Beautiful” and “Ain’t No Mountain High Enough.”

In addition to remarks by the Archivist, Bundles, and Rubenstein, the awards ceremony featured a videotaped tribute by Former First Lady and current Secretary of State Hillary Clinton, who praised Jacqueline Mars’ philanthropic efforts as well as Mars, Incorporated’s work around the globe, calling the company “a shining example of corporate social responsibility.”

“As the State Department works to promote U.S. business overseas, we need more corporate ambassadors like Mars,” Clinton said. “They strengthen the American brand, creating export opportunities for American products and making American firms the most sought after employers in the world.”

In 2011, Jacqueline Mars, along with Mars, Incorporated, supported the National Archives Experience exhibition “What’s Cooking, Uncle Sam?”

As Chairman of the Board of Trustees of the Washington National Opera, Mars also played an instrumental role in the merging of the Opera with the John F. Kennedy Center for the Performing Arts. She also serves as Vice Chairman on the Board of Directors of the National Sporting Library and Museum in Middleburg, Virginia, which is dedicated to preserving and promoting equestrian and field sports. The museum boasts an international fellowship program and an impressive collection of more than 24,000 books and works of art.

Mars also supports the National Museum of American History, and her family has supported the Air and Space Museum, Colonial Williamsburg, Fort Ticonderoga, Mount Vernon, the National Zoo, the American Prairie Foundation, and other historic and cultural institutions in Washington and around the country.

The Foundation also salutes the entire Mars family and Mars, Incorporated for their commitment to preserving and protecting our nation’s history. Mars, Incorporated’s Historic Division educates its consumers on the history of chocolate during the Colonial and post-Revolutionary periods, while the company’s Cocoa Genome Mapping project works to improve the lives of cocoa farmers in countries around the world. Through such initiatives, Mars is setting an example for other corporations and organizations to increase historical awareness and improve people’s livelihood.

Thora Colot, Executive Director of the Foundation for the National Archives, expressed admiration: “Mars’ continual efforts to reach out and assist small, medium, and large cultural and historical institutions to engage directly with visitors by providing presentations and samplings of its historic chocolate help to captivate and educate guests and to encourage them to explore more.”

Jacqueline Mars retired from Mars, Incorporated in 2001, but continues to serve as a Director of the company. A lifelong lover of animals, Mars now owns a working farm specializing in organic farming and equine training, supports the United States Olympic

Equestrian Team, and serves on the Board of Trustees of the United States Equestrian Team Foundation. She was accompanied Tuesday evening by many members of the Mars family.

In addition to the Archivist and his wife Gail Zimmermann, Bundles and Fred Cooke, and Rubenstein, the exclusive event drew distinguished guests from the civic and cultural community. Among them were Supreme Court Justice Ruth Bader Ginsburg, Foundation Board member Peter Cuneo and his wife Maris S. Cuneo, and past presidents of the Foundation Ken Lore and wife Pat, Tom Wheeler and wife Carol, and Larry O'Brien. Gov. James Blanchard, also a Foundation board and Society for the National Archives member, and his wife Janet also attended as did Board and Society members Mary Lynn Kotz, Richard Eliasberg, Riley Temple, Molly Moynihan, Bill Harman and his wife Mary Love Harman, John Zentay and his wife Diana, and the Foundation's Executive Director Thora Colot.

Following dinner in the Rotunda Galleries, the evening concluded with a champagne toast and dessert on the south portico of the National Archives Building.

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### **About the Foundation for the National Archives**

The Foundation for the National Archives is an independent nonprofit that serves as the National Archives' private-sector partner in the creation of and ongoing support of the National Archives Experience, which includes permanent exhibits, educational programs, traveling exhibits, special events and film screenings, educational literature, and historical/records-related products and media. The Foundation helps the public understand the importance of the holdings of the National Archives by presenting the depth and diversity of the records through award-winning, interactive educational exhibits and programs. It generates financial and creative support for the National Archives Experience from individuals, foundations, and corporations who share a belief in the importance of innovative civics education.

### **About the National Archives Experience**

The National Archives Experience, created by the National Archives in partnership with the Foundation for the National Archives, has transformed the visitor experience at the National Archives' Washington, DC building, and includes a renovated Rotunda for the Charters of Freedom, the award-winning Public Vaults permanent interactive exhibition, the William G. McGowan Theater, the Lawrence F. O'Brien Gallery for special exhibits, the Boeing Learning Center, and the Digital Vaults online exhibit. These components make the rich resources of the National Archives accessible to Americans nationwide.

### **About Mars, Incorporated**

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington, kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY®

bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the objective of creating a “mutuality of benefits for all stakeholders” – this objective serves as the foundation of Mars, Incorporated today. Based in McLean, Virginia, Mars has net sales of more than \$30 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 70,000 Associates worldwide that are putting its principles into action to make a difference for people and the planet through its performance.

Mars brands include: Petcare – PEDIGREE®, ROYAL CANIN®, WHISKAS®, KITEKAT®, BANFIELD® Pet Hospital and NUTRO®; Chocolate – M&M’S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Wrigley – DOUBLEMINT®, EXTRA®, ORBIT® and 5™ chewing gums, SKITTLES® and STARBURST® candies, and ALTOIDS® AND LIFESAVERS® mints. Food – UNCLE BEN’S®, DOLMIO®, EBLY®, MASTERFOODS®, SEEDS OF CHANGE® and ROYCO®; Drinks – ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA COMPANY™, KLIX® and FLAVIA®; Symbioscience – COCOAVIA™, WISDOM PANEL™ and SERAMIS®.