



# News Release

**April 30, 2013  
FOR IMMEDIATE RELEASE**

## **Mars, Incorporated Sponsors U.S. Tour of National Archives' Food Exhibition**

### ***Gift to Private Foundation for the National Archives Supports 'What's Cooking, Uncle Sam?' Traveling Exhibit***

**Washington, DC – April 30, 2013** – The Foundation for the National Archives is pleased to announce that [Mars, Incorporated](#) and its Uncle Ben's® Brand have donated \$250,000 to sponsor a national tour of the National Archives Experience's popular exhibition "What's Cooking, Uncle Sam?"

The generous donation will help launch a multi-city traveling exhibition of "What's Cooking?" beginning in 2014. The gift follows a \$100,000 donation by the company and its subsidiary, Mars Food, to sponsor "What's Cooking?" when it debuted in the Lawrence F. O'Brien Gallery at the National Archives Building in Washington, DC, in 2011.

The landmark exhibit, curated by the National Archives' Alice Kamps, uses the treasured records of the National Archives to explore how federal policies affect the food Americans eat. The exhibit is divided into four sections – Farm, Factory, Kitchen, and Table -- and illustrates the role government agencies play in influencing the production, regulation, research, innovation, and economics of the food supply.

"We thank Mars, Incorporated for its support of the National Archives and this exhibition," said Archivist of the United States David S. Ferriero. "This company and the Mars family have generously donated not only their resources, but also their time, to help the Archives and its foundation to educate the public about our shared culinary history and the role that our Government plays in our daily lives. This new gift will allow us to take a wonderful exhibit around the country to reach more Americans and fulfill our mission to make Government records accessible to the people."

"We are thrilled that Mars, Incorporated has once again joined the Foundation in supporting the National Archives Experience and its traveling exhibition program," said A'Lelia Bundles, Chair and President of the Foundation. "'What's Cooking?' was so well-received in Washington, and we are confident that it will excite audiences around the nation."

The popular “What’s Cooking?” exhibition opened at the National Archives’ O’Brien Gallery in June 2011 and was accompanied by a temporary restaurant, the America Eats Tavern, created by Chef José Andrés and ThinkFoodGroup in support of the exhibit.

Mars’ previous donation was used to launch the exhibit in Washington and to support its marketing and educational components, related programming, online support, publications, and outreach materials.

“We value our partnership with the National Archives and this opportunity to help provide an engaging experience into how quality food is produced and the history of food in our culture,” said Paul S. Michaels, president, Mars, Incorporated.

The traveling exhibit will be accompanied by two award-winning books published by the Foundation – the exhibit catalog *What’s Cooking, Uncle Sam?*, and a cookbook, *Eating with Uncle Sam: Recipes and Historical Bites from the National Archives* – both of which are available through the myArchives online store at [www.myarchivesstore.org](http://www.myarchivesstore.org).

**Tour details will be released later this year. To learn more about hosting “What’s Cooking, Uncle Sam,” please visit:**

**<http://www.archives.gov/exhibits/whats-cooking/pdf/wcus-travel-brochure.pdf>**

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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 and traveling exhibits, educational programs, special events, 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 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, the Digital Vaults online exhibit, and the DocsTeach website. 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 \$33 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 72,000 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, NUTRO®, SHEBA®, DREAMIES® and CESAR®; 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 coffee, THE BRIGHT TEA CO.® tea, DOVE®/GALAXY® Hot Chocolate, and FLAVIA® brewer; Symbioscience - COCOAVIA™, WISDOM PANEL™ and SERAMIS®.

For more information, please visit [www.mars.com](http://www.mars.com). Follow us: [facebook.com/mars](https://facebook.com/mars), [twitter.com/marsglobal](https://twitter.com/marsglobal), [youtube.com/mars](https://youtube.com/mars).

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