



FOR IMMEDIATE RELEASE:

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RONALD REAGAN: THE OFFICIAL APP **LAUNCHED TODAY IN THE** **ITUNES AND GOOGLE PLAY STORES**

REAGAN FOUNDATION APP INCLUDES DAILY PRESIDENT REAGAN AUDIO QUOTES, HIS PERSONAL DIARY AND WHITE HOUSE SCHEDULE, "MEET THE PRESIDENT" VIDEOS, AND THE REAGAN LIBRARY'S AUDIO TOUR

(SIMI VALLEY, CA) The Ronald Reagan Presidential Foundation announced today the launch of "Ronald Reagan: The Official App," now available for download in the iTunes and Google Play Stores. When downloaded for free, the App provides multimedia-rich information about the Presidency, including speeches, audio quotes and video from President Reagan. It also provides planning information for upcoming visits to the Reagan Library. People who have downloaded the free App who visit the Reagan Library are also offered an in-App purchase of \$2.99, which unlocks the Reagan Library's audio tour, and other exclusive Reagan Library features.

The app can be downloaded directly from the iTunes store at:

<https://itunes.apple.com/us/app/ronald-reagan-official-app/id731692017?ls=1&mt=8>

Or at the Google Play store at:

<https://play.google.com/store/apps/details?id=com.cortinaproductions.rrplpublic&hl=en>

"This one-of-a-kind Mobile App is the only one sanctioned and produced by President Reagan's Foundation, and, as such, it is more than just an App that contains his speeches," said John Heubusch, executive director of the Ronald Reagan Presidential Foundation. "Ronald Reagan: The Official App is the only way to receive exclusive content about the president as well as be able to get access to the Reagan Library's audio tour when you're on our campus."

The free Mobile App, the only official App on President Reagan, includes exclusive content owned by the Reagan Foundation and Library. Some of the content on the App includes:

- 1) Daily diary entries by President Reagan and daily White House schedules for each year of his presidency.
- 2) An audio quote of the day.
- 3) A special "Meet the President" section which includes multiple short videos of interviews Ronald Reagan conducted just after leaving the White House.
- 4) The ability to record your own "Reagan Story" video and submit it to the Reagan Foundation for possible inclusion on their Social Media pages.
- 5) Photos of the Reagan Presidency and of the Reagan Library.
- 6) Information on planning an upcoming visit to the Reagan Library, including directions, hours, and the ability to purchase advance tickets.

- 7) An upcoming calendar of events at the Reagan, with the ability to purchase tickets to any of the events.

In addition to everything the free App provides, the \$2.99 in-app purchase enhances the experience for guests visiting the Reagan Library and Museum by providing users with additional features to improve their touring experience. The purchase, which can only be made and used on the Reagan Library campus includes:

- 1) An audio tour that includes over 50 audio stops in the voices of President and Mrs. Reagan. The entire tour is original material, none of which is duplicated in the exhibits, including additional photographs and video. The audio tour is available in English and Spanish, as well as captioned for the hearing impaired.
- 2) Additional audio stops for temporary exhibits.
- 3) An annotated map of the Reagan Library campus.
- 4) The ability to record a short video about your visit to the Library and submit it to the Reagan Foundation for possible inclusion on their Social Media pages.

Ronald Reagan: The Official App is made possible through a grant provided by the Conrad N. Hilton Foundation.

The Ronald Reagan Presidential Foundation is a non-profit, non-partisan organization dedicated to the promotion of the legacy of Ronald Reagan and his timeless principles of individual liberty, economic opportunity, global democracy, and national pride. It sustains the Ronald Reagan Presidential Library and Museum, the Reagan Center for Public Affairs, the Walter and Leonore Annenberg Presidential Learning Center and The Air Force One Pavilion. Located in Simi Valley, California the Library houses 63 million pages of Gubernatorial, Presidential and personal papers and over 60,000 gifts and artifacts chronicling the lives of Ronald and Nancy Reagan. It now also serves as the final resting place of America's 40th President. www.reaganfoundation.org

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