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Reagan Library Sells Out Opening Weekend of Upcoming Auschwitz Exhibition

“Auschwitz. Not long ago. Not far away.” expected to be most attended in library’s 30+ year history

Simi Valley, CA – The Ronald Reagan Presidential Foundation and Institute has completely sold out the opening weekend of their new traveling exhibition, “Auschwitz. Not long ago. Not far away.” which opens Friday, March 24, 2023. The West Coast debut of the 12,500 sq. ft. exhibition is the first of three final North American stops. Additional dates in April and May are already sold out and more sellouts are expected as they predict this will be the most attended exhibition the library has ever hosted.

“The Reagan Library is honored to host ‘Auschwitz. Not long ago. Not far away.’ Each exhibition we open is intended to remind Americans about important moments in time, but this exhibit is particularly powerful. To echo the sentiment of President Reagan, ‘we must ensure that the horrors of the Holocaust are not lost on this generation or any future generation,’” said John Heubusch, Executive Director of the Ronald Reagan Presidential Foundation and Institute. “We predict this will be our most-visited exhibit in the 30-year history of the library and tickets will sell out quickly.”

Created by Spanish company Musealia together with the Auschwitz-Birkenau State Museum in Poland, and now being toured through North America by World Heritage Exhibitions, the exhibit will display the largest and most comprehensive collection of artifacts linked to the history of this German Nazi concentration and extermination camp. They come mainly from the Auschwitz Memorial and Museum as well as over 20 institutions, museums, and private collections around the world. Artifacts include concrete posts that were part of the fence of the Auschwitz II-Birkenau camp; fragments of an original prisoners’ barrack from the Auschwitz III-Monowitz camp; a gas mask used by the SS; as well as a German-made World War II-era Model 2 train car – the same model used to transport Jews to camps and ghettos.

“We realize that not everyone can travel to Auschwitz to see this important piece of history, so we are bringing Auschwitz to the world,” said Luis Ferreiro, Director of Musealia. “We hope this exhibition is seen by as many people as possible. Visitors will learn a moment of history that this world can never afford to repeat.”

This exhibition was made possible by Presenting Underwriter Ambassador Gordon D. Sondland, Partnering Underwriter Michael & Susan Dell through the Dell Family Charitable Fund (DAF), Jill and Ed Moss, and other generous sponsors. Due to the high demand, it is important to purchase

tickets in advance. To learn more about this exhibit and purchase tickets, please visit:
www.ReaganLibrary.com/Auschwitz.

About the Reagan Foundation and Institute:

The Ronald Reagan Presidential Foundation and Institute is the sole nonprofit organization created by President Reagan charged with continuing his legacy and sharing his principles - individual liberty, economic opportunity, global democracy and national pride. The Foundation is a non-partisan organization which sustains the Ronald Reagan Presidential Library and Museum in Simi Valley, CA, the Reagan Center for Public Affairs, the Presidential Learning Center, The Air Force One Pavilion, the award-winning Discovery Center and the Reagan Institute, which carries out the Foundation's mission in Washington, D.C.

The Reagan Library houses over 55 million pages of Gubernatorial, Presidential and personal papers and over 60,000 gifts and artifacts chronicling the lives of Ronald and Nancy Reagan. It also serves as the final resting place of America's 40th President and former First Lady Nancy Reagan.

About Musealia:

Musealia is an independent Spanish company that creates and manages global touring exhibitions, which inspire us all to explore the past, understand the present and shape our collective future. With more than 20 years of international experience, our exhibitions are characterized by their strong narrative character, their historical rigor, educational value and emotional impact. More than 70 museums and institutions in countries such as the United States, Mexico, Germany, Italy, Sweden, Denmark, Portugal, Estonia, Poland or Spain have hosted our exhibitions.

About the Auschwitz-Birkenau State Museum:

Fulfilling the wish of survivors, on July 2, 1947, the Polish parliament created the Auschwitz-Birkenau State Museum on the site of two preserved parts of the former German Nazi camp: Auschwitz I and Auschwitz II-Birkenau. The Memorial today includes an Archive and a Collections department, and undertakes research, conservation, and publishing activities. It is, above all, an education center that teaches visitors about the history of Auschwitz and the Shoah. More than 2 million people visit the Auschwitz-Birkenau State Museum every year.

About World Heritage Exhibitions:

World Heritage Exhibitions (WHE) is renowned for producing, promoting, and designing the finest quality museum content on the globe. Their exhibitions have captivated, educated, and inspired visitors in virtually every major market on the planet. With a combined 150 years of exhibition experience, the WHE executive team has been responsible for touring many of the world's most valuable treasures, including objects from King Tutankhamun's tomb, relics from Cleopatra's Royal Palace, artifacts from the Titanic, items from the discovery of Pompeii, and more. Their exhibitions have now been enjoyed by over 30 million people spanning six continents, and their collective expertise has come together in one of the industry's most influential touring exhibition companies.

In 2021, World Heritage Exhibitions became a part of NEON, a global leader in immersive experiences that is responsible for the touring phenomena “Marvel Avengers S.T.A.T.I.O.N.,” “AVATAR: The Experience,” “Jurassic World: The Exhibition,” and more. WHE and NEON have brought their expertise together to launch the awe-inspiring, artifact-based exhibitions “Ramses the Great and the Gold of the Pharaohs” and “Machu Picchu and the Golden Empires of Peru.” Coupled with some of the most successful artifact exhibitions on tour: “Mummies of the World: The Exhibition;” “Pompeii: The Exhibition;” “Victoria the T. rex;” and “Auschwitz. Not long ago. Not far away,” their collective exhibition and I.P. portfolio now highlight some of the most significant items and events in history with many of the most sought-after I.P. properties.

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