



For Immediate Release:
December 1, 2009

*** * * MEDIA ADVISORY * * ***

REAGAN LIBRARY LAUNCHES OFFICIAL **RONALD REAGAN** **APP FOR IPHONE AND IPOD TOUCH**

WHAT:

The Ronald Reagan Presidential Library announced today the launch of **iReagan**, the official Ronald Reagan app for iPhone and iPod touch users. This **FREE** app, the first-ever for a Presidential Library and for the National Archives, delivers Ronald Reagan right to your fingertips. Content includes:

- Stunning images and detailed descriptions of the Reagan Library's spectacular annual "Christmas Around the World" exhibit currently on display at the Library through January 10, 2010. This section also includes a message from former first lady Nancy Reagan.
- Iconic photos of President Reagan
- Inspirational quotes from "The Great Communicator"
- Full-length speeches including his famous Berlin Wall and "Evil Empire" speeches
- Dramatic photos as well as interesting and useful information about the Ronald Reagan Presidential Library in Simi Valley, California

This unique iReagan App is available for free from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/. This is the first in a series of exciting apps that the Reagan Library will develop for the App Store regarding President Reagan.

INFORMATION ON CHRISTMAS AROUND THE WORLD:

"Christmas Around the World" runs through January 10, 2010. 27 exquisitely decorated trees represent the 26 countries that President Reagan visited while in office, celebrating and illuminating each country's Holiday traditions, as well as a White House Tree. The exhibit includes personal gifts from Heads of State and other dignitaries who met with President Reagan and participated in the tradition of a gift exchange. The trees are accentuated by art and architecture of the White House. Decorations encompass the bright and festive colors of the Caribbean, the crystals of the Nordic countries and the traditional decorations of England and Europe. Of particular note is the Vatican tree decorated entirely with white ornaments featuring a life-size white peacock that adorns the tree's branches. The featured tree is an elegant reproduction of President and Mrs. Reagan's White House tree complete with "Reagan Red" decorations and dozens of hand-blown glass ornaments.

Also on display are a collection of beautiful hand-crafted Menorahs that were given to President Reagan while in the White House. This entire exhibit is represented in the iReagan App for iPhone and iPod touch.

REAGAN LIBRARY:

Located at 40 Presidential Drive in Simi Valley, California, the Reagan Library is home to President Reagan's Air Force One. The Library which is administered by the National Archives and Records Administration 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 also serves as the final resting place of America's 40th President.

Museum admission is \$12.00 general admission, \$9.00 for seniors 62 and over, \$3.00 for children 11-17 and free for children 10 and under. The Library is open 10:00 a.m. – 5:00 p.m. daily, closed only on Thanksgiving Day, Christmas Day and New Years Day.

For more information, please call (800) 410-8354 or visit www.reaganlibrary.com.

###

Media Contacts:

Press Contact: Melissa Giller; 805-522-2977

Library Contact: Duke Blackwood; 805-577-4061