



**FOR IMMEDIATE RELEASE:  
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**WTC MEMORIAL FOUNDATION ANNOUNCES \$500,000 DONATION FROM  
GREAT AMERICAN INSURANCE GROUP**

World Trade Center Memorial Foundation Chairman Mayor Michael R. Bloomberg today announced that the Foundation received a \$500,000 donation from Great American Insurance Group towards building the Memorial and Memorial Museum. The donation was made last night during an annual management meeting of the company's leading officers.

"The Foundation wholeheartedly thanks Great American Insurance Group for their generous support towards building the Memorial and Memorial Museum," Foundation Chairman Mayor Bloomberg said. "Great American Insurance Group recognizes that building a lasting memorial at the World Trade Center site is about contributing to our nation's history. Thanks to the growing support of businesses and individuals from across the country, we are well on our way to raising the funds needed to complete this enduring tribute."

"Great American is proud to support the World Trade Center Memorial and Memorial Museum," said Carl Lindner III, Great America's CEO and President. "As a company with strong American roots, we hope that our contribution will help make America's memorial a reality."

In late January, the Foundation announced that it had raised over \$253 million. To date, the Foundation has received support from over 30,000 donors from all fifty states, and 23 countries.

Great American Insurance Group's roots go back to 1872 with the founding of its flagship company, Great American Insurance Company. The operations of Great American Insurance Group are engaged primarily in property and casualty insurance, focusing on specialized commercial products for business, and in the sale of traditional fixed, indexed and variable annuities and a variety of supplemental insurance products.

**ABOUT THE WORLD TRADE CENTER MEMORIAL FOUNDATION**

The World Trade Center Memorial Foundation, Inc. is the not-for-profit corporation founded in 2005 to realize the Memorial quadrant at the World Trade Center site. The Foundation will raise the funds, oversee the design, and operate the Memorial, the Memorial Museum, and a Visitor Orientation and Education Center located on 8 of the 16 acres of the site.

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The Memorial will remember and honor the thousands of people who died in the horrific attacks of February 26, 1993 and September 11, 2001. The design, "Reflecting Absence," created by Michael Arad and Peter Walker consists of two voids that reside in the footprints of the original Twin Towers surrounded by a plaza of oak trees. The Arad/Walker design was selected from a design competition which included more than 5,000 entrants from 63 nations.

The Memorial Museum will include artifacts, interactive exhibitions, a resource center, contemplative areas, and educational programming which will convey individual and collective stories honoring the memory of the victims and recounting the experiences of survivors, responders, area residents, and witnesses. The Memorial Museum will help facilitate an encounter with both the enormity of the loss and the triumph of the human spirit that are at the heart of 9/11, as it affirms the courage, compassion, sacrifice and resilience - the best of humanity - demonstrated at a moment of cataclysmic tragedy.

Donations can be made through the Foundation's website, and more information on the Foundation can be found at [www.buildthememorial.org](http://www.buildthememorial.org) or by calling 1-877-WTC-GIVE.

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