

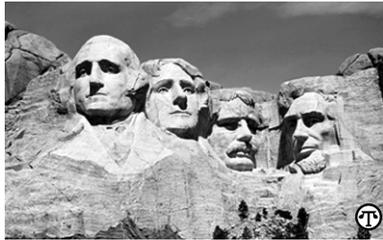
Recognizing The Faces Of History

(NAPSA)—Think quickly. Who’s on Mount Rushmore? If you can’t answer, you’ve got plenty of company. Research reveals 87 percent of Americans can’t name all four U.S. presidents featured on the national memorial.

In addition, a recent telephone survey questioning more than 1,000 respondents, discovered that almost one-third of those surveyed did not know there are four presidents—George Washington, Thomas Jefferson, Abraham Lincoln and Theodore Roosevelt—featured on the mountain.

However, if given an option, people surveyed said they knew who they’d like to see on Rushmore. Twenty-two percent chose John F. Kennedy Jr., followed by Ronald Reagan (21 percent) and Franklin Roosevelt (15 percent). Don’t plan on seeing any of these new faces anytime soon though—the national monument will never add another president, due to an agreement with the family of Gutzon Borglum, the sculptor of the Mount Rushmore National Memorial.

While worrying if people can name the presidents on Mount Rushmore may seem like making a mountain out of a molehill, educators say it does point to a larger problem. Many students are not learning American his-



A new essay contest gives students the chance to come face-to-face with history.

tory or lessons about the country’s founding fathers. The “Jeep® Commander in History” essay contest may help change that. The educational program rewards children for learning about American history and the commanders in chief.

“With this survey, we identified the need to promote civics and national history education,” said Jeff Bell, vice president, Jeep, the company that sponsored the study. “We think this initiative is a good opportunity to reach the younger generation and instill an interest in our nation’s past.”

The contest is open to seventh graders, an age when American history is a central part of the curriculum. Students are invited to submit a 350-word essay with their thoughts on the following two subjects:

- Choose one of the Mount Rushmore presidents and explain what you feel was his most important contribution to the history of the United States.

- What advice would you give the current president and future commanders in history that would support America’s ideals of freedom?

Student essays can be submitted by parents, guardians or teachers at www.JeepCommanderInHistory.com or by mail. Essays must either be postmarked or submitted online by Friday, Feb. 3, 2006.

The grand-prize winner will be announced on Monday, March 6, 2006, one day after the bill was signed in 1925 granting permission for Mount Rushmore to be carved. The author of the grand-prize-winning entry will be awarded a family vacation for up to seven people to visit Mount Rushmore National Memorial in celebration of the monument and the Jeep brand’s 65th anniversary.

The contest coincides with the launch of the 2006 Jeep Commander—the first seven-passenger 4x4 that is Jeep Trail Rated, and the only SUV in its class to offer a choice of two V-8 engines.

More information on the survey and contest can be found at the Web site www.JeepCommanderInHistory.com.