



National Park Service
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Morristown National Historical Park News Release

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Senior Vice-President at George Washington's Mount Vernon to Speak at Morristown NHP

"Now or Never, Our Deliverance Must Come: The Path from Morristown to Victory at Yorktown"

7:15 pm, Tuesday, September 23, 2014

Morristown, NJ – The National Park Service at Morristown National Historical Park is pleased to announce that Mr. Robert Shenk, the Senior Vice-President for Visitor Engagement at George Washington's Mount Vernon will speak at the park at 7:15 pm on Tuesday, September 23, 2014.

The talk will be in the park's Washington's Headquarters Museum, 30 Washington Place, Morristown, New Jersey. Admission to the program is free. Mr. Shenk's visit is generously sponsored by the Mount Vernon Ladies' Association and George Washington's Mount Vernon.

Through his presentation, "Now or Never, Our Deliverance Must Come: The Path from Morristown to Victory at Yorktown" Mr. Shenk will explore the Continental Army's improbable path to victory. He will present the difficulties facing the Continental Army in late 1780/early 1781 through to its victory at Yorktown in late October 1781.

Mr. Shenk also will address the challenges historical sites and institutions face today in telling these important stories to modern audiences. Mount Vernon recently launched a "Now or Never" media presentation on the campaign. You can check it out at: www.mountvernon.org/nowornever. Mr. Shenk believes that multi-media presentations will help engage younger audiences who expect a rich, immersive experience.

As the Senior Vice-President for Visitor Engagement at George Washington's Mount Vernon, Mr. Shenk oversees Mount Vernon's marketing, guest experience, and new media divisions. Since joining Mount Vernon in April of 2013 as its first Vice-President of New Media, Mr. Shenk has directed the development of new and exciting digital offerings. In August of 2014, he oversaw the launch of Mount Vernon's new website – a platform that has greatly expanded the digital reach and educational capacity of the Mount Vernon Ladies' Association. Mr. Shenk also was instrumental in bringing forth Mount Vernon's new animated presentation on the Yorktown Campaign of 1781 and Washington's World Interactive Map, a platform that includes more than 1,100 places visited by George Washington during his lifetime.

Prior to joining Mount Vernon, Mr. Shenk was the Director of Internet Strategy and Development at the Civil War Trust (Civilwar.org). Before entering the world of internet

product development, he was an Aviation Intelligence Officer for Strike Fighter Squadron 147 aboard USS Nimitz. Mr. Shenk has a master's degree in National Security from Georgetown University and a B.A. in International Political Economy from the University of California, Berkeley.

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If you would like a digital photo of Rob Shenk, please contact Anne DeGraaf at anne_degraaf@nps.gov.