



Granite Journal

The official newspaper of
Mount Rushmore National Memorial



Welcome to Mount Rushmore National Memorial

WELCOME TO MOUNT RUSHMORE National Memorial. Whether you are visiting Mount Rushmore for the first time or you visit often, please enjoy its beauty and reflect upon the symbolism of the four presidents, the magnificent feat of engineering required to carve a mountain and the artistic accomplishment evident in the four faces.

Mount Rushmore is an iconic national park, one of 397 sites the National Park Service is entrusted to preserve and protect for future

generations. Mount Rushmore not only represents the history of America but evokes a different significance for each visitor. Whether your personal meaning involves patriotism, inspiration, history or a renewed sense of civic unity, a visit to the park can inspire the personal bond between citizens and their country.

One of our goals is to facilitate visitor appreciation for the value of the cultural and natural resources in the park, so please visit the Lincoln Borglum Visitor

Center located just below the Grand View Terrace. You will find information about the sculpture, as well as other park resources and available activities in the park. Our park team and park partners are here to provide exceptional service and assist you in learning more about Mount Rushmore. We hope you experience the many cultures represented by our visitors. Have a safe and enjoyable visit.

—Superintendent Cheryl A. Schreier

Things to Do:

1. Take the *Mount Rushmore Audio Tour: Living Memorial* located across from the Information Center.
2. Visit the Information Center to find information on the daily schedule.
3. Experience a ranger-led program.
4. Watch a movie in the Lincoln Borglum Visitor Center theater.
5. Walk the Presidential Trail and experience the Lakota, Nakota and Dakota Heritage Village.
6. Visit the Youth Exploration Area.
7. Visit the Sculptor's Studio.
8. Visit one of the three Mount Rushmore Bookstores.
9. Visit Xanterra's Gift Shop, enjoy a meal at the Carvers Café and have an ice cream cone at the Memorial Team Ice Cream Shop.
10. Watch the Evening Lighting Ceremony.
11. Help save the park \$20,000. Place your gum in a trash receptacle and save the cost of removing chewed gum from walkways.

Pets in the Park

Pets (except service dogs) are not permitted in any part of the memorial, except in the pet exercise areas located at each end of the main parking facility. (See park map on p. 8). This applies to all pets. Please pick up after your pet with bags that are provided in these areas. If you are planning a lengthy stay, please see the kennels and pet services listed in area phone books.

See page 3 for additional regulations.

Let Wildlife be Wild

Although they look friendly, all animals in the park are wild, so please do not approach or feed them. Approaching them can cause stress and disturb them from resting areas, natural feeding areas and travel routes. Animals have their own sources of food and must not learn to rely on human food which can cause serious health problems or death.



Chad Coppess

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Call 911 in case of Emergency.

Mount Rushmore National Memorial | 13000 Hwy 244, Bldg 31, Suite 1 | Keystone, SD 57751 | 605-574-2523 | www.nps.gov/moru
Superintendent Cheryl A. Schreier | **Published** without federal funding by Mount Rushmore Bookstores | www.mountrushmoresociety.com



This newspaper was printed on recycled paper with soy-based inks. Please help us reduce, reuse and recycle by recycling this newspaper in bins located at the entrance of the park. Thank you for your help.

Enjoying Mount Rushmore

Things to Do at Mount Rushmore National Memorial During the Summer

NOW THAT YOU ARE AT MOUNT Rushmore, what activities can you take part in? Depending on the time available, you can participate in one or more of the following programs. (See p. 8 for facility locations).

Mount Rushmore Audio Tour (30-120 mins.)

Rent an audio tour wand to hear the story of Mount Rushmore through music, narration, interviews, historic recordings and sound effects while walking a scenic route around the park. Rented at the Audio Tour Building across from the Information Center, the tour and accompanying brochure are available in English, German, Lakota, Spanish and French. (See p. 7 for more details).

Junior Ranger and Rushmore Ranger Programs (30-60 minutes)



Learn about the sculpture and the environment that surrounds it through this self-guided activity for ages 3 and up. Upon completion of the program, participants will receive a badge. Junior

Ranger and Rushmore Ranger activity booklets are available at any information desk. Patches are available for purchase in

the Mount Rushmore Bookstores. More information about this program is on p. 5.

Youth Exploration Area (10-30 minutes)

Calling kids of all ages, this area is designed just for you! Explore the natural, cultural and historic aspects of Mount Rushmore and the Black Hills at this interactive area located near the Grand View Terrace.

Lincoln Borglum Visitor Center, Museum and Theaters (30-60 minutes)

Stop by the park's main visitor center located below the Grand View Terrace for information on the mountain carving, the presidents, the sculptor, the workers and history of the United States of America. Watch *Mount Rushmore: The Shrine* (detailed below). Experience the interactive exhibits and talk with a park ranger about what to see and do in the park. A bookstore is available.

Mount Rushmore: The Shrine (14-minute film)

Shown in the Lincoln Borglum Visitor Center theater, the film tells the story of the carving of Mount Rushmore and the artist who took on the monumental task. Filled with historic photography and film footage, the movie is a great place to start your visit.

Sculptor's Studio (15-45 minutes)

Constructed in 1939, this historic building was the second on-site studio for sculptor Gutzon Borglum. Borglum's original model and many of the tools he used are on display. Through ranger-led programs, visitors can explore the history and process of the mountain carving. A bookstore is available.

Presidential Trail (20-40 minutes)

Take a closer look at the mountain carving and the natural beauty surrounding it. This 1/2-mile loop trail begins at the Grand View Terrace, travels to the base of the mountain, past the Sculptor's Studio and loops back to the Grand View Terrace. When walking the trail clockwise, the first 1/4-mile of the trail is fully accessible, while the second half leading to the Sculptor's Studio and back to the Grand View Terrace has approximately 400 stairs.

Lakota, Nakota and Dakota Heritage Village (10-30 minutes)

Explore the history of the American Indian tribes who have populated this land for thousands of years. Located along the first section of the Presidential Trail, this area highlights the customs and traditions of



Children explore animal pelts in the Youth Exploration Area with a park ranger.

local American Indian tribes. Visitors can see authentic Indian tipis, buffalo hides and more. Rangers are on hand to give programs during the day.



The Sculptor's Studio houses Gutzon Borglum's working model. Ranger talks are given in this historic structure throughout the summer.

Ranger-led Programs

Check With the Information Desks for Daily Schedule

Ranger Walk (30 minutes)

Walk with a park ranger along the first half of the Presidential Trail to the base of the mountain carving. The ranger will highlight the natural and cultural history of Mount Rushmore and the Black Hills. This fully-accessible walk begins at the Grand View Terrace. Programs are offered frequently each day throughout the summer months.

Sculptor's Studio Talk (15 minutes)

Learn about the tools and techniques used in carving the mountain sculpture. Ranger talks include stories from the workers, demonstrations of the tools and Borglum's working model. Programs are offered frequently each day throughout the summer months. Visitors with mobility challenges should stop by one of the information desks to inquire about how to access the Sculptor's Studio.

Evening Lighting Ceremony (45 minutes)

Join a park ranger in the memorial's outdoor Amphitheater for an inspirational program focusing on the presidents, patriotism and our nation's history. Beginning with a ranger talk, this program includes the film *Freedom: America's Lasting Legacy* and culminates in lighting of the sculpture. The program is fully accessible and begins at 9 pm from May 8 to August 13. From August 14 to September 30, the program begins at 8 pm. Even during the summer months, prepare for cooler weather in the evening.

Sculptor in Residence

Stop by to watch Mount Rushmore's sculptor in residence demonstrate clay-portraiture and stone-carving techniques similar to those used by artist Gutzon Borglum. For more information on participating in a future workshop, please visit the park's website at www.nps.gov/moru or ask a ranger at an information desk.

In the Black Hills, weather conditions can change quickly. Current weather conditions are available at an information desk.

Parking Questions



Parking at Mount Rushmore

Parking is readily available in the memorial's parking complex, which is managed by Presidential Parking, Inc. This park concession operates under a contract between the National Park Service and the Mount Rushmore Society (see p. 7), which constructed the parking facility and continues to operate and maintain it. As no federal funding was used to construct the parking facility, Mount Rushmore has a parking fee and not an entrance fee. Therefore, passes such as the America the Beautiful Annual Pass, Senior Pass and Access Pass are not applicable at Mount Rushmore National Memorial.

An \$11 annual parking fee per vehicle is assessed to offset expenses for the construction, operation and maintenance of the parking facility. This parking permit entitles a vehicle unlimited entry to the memorial for the calendar year.

The fee for commercial bus parking is \$50. Verified nonprofit educational tour bus parking is \$25. Commercial tour van parking is \$11. All parking permits for these vehicles are issued for 24-hour periods.

Facility Hours and Services

From April 1 - October 31, the park will be open from 5 am - 11 pm. Gates will be closed over night.

	Dates	Hours
Information Center Ranger Desk & Bookstore	May 8 - Aug. 13	8 am - 10 pm
	Aug. 14 - Sept. 30	8 am - 9 pm
Audio Tour Building	May 29 - Sept. 30	8 am - 5:30 pm
Lincoln Borglum Visitor Center Museum, Ranger Desk, Theater & Bookstore	May 8 - Aug. 13	8 am - 10 pm
	Aug. 14 - Sept. 30	8 am - 9 pm
Sculptor's Studio Historic Models & Bookstore	May 8 - Sept. 5	8 am - 7 pm
	Sept. 6 - Sept. 30	9 am - 5 pm
Gift Shop	May 13 - Aug. 15	8 am - 10:30 pm
	Aug. 16 - Sept. 30	8 am - 9:30 pm
Carvers Café Breakfast, Lunch & Dinner	May 6 - May 13	8 am - 7 pm
	May 14 - Aug. 15	8 am - 9 pm
	Aug. 16 - Sept. 13	8 am - 8 pm
	Sept. 14 - Sept. 30	8 am - 7 pm
Memorial Team Ice Cream Shop	May 6 - May 13	11 am - 7 pm
	May 14 - Aug. 15	11 am - 9 pm
	Aug. 16 - Sept. 13	11 am - 8 pm
	Sept. 14 - Sept. 30	11 am - 7 pm

Facilities open year-round except Christmas Day. | Times subject to change.

Park Regulations and Accessibility Information

Pets

Pets (except service dogs) are not permitted in any part of the memorial, except in the pet exercise areas located at each end of the main parking facility (see park map on p. 8).



Firearms in the Park

As of February 22, 2010, a new federal law allows people who can legally possess firearms under federal, South Dakota state and local laws, to possess firearms in Mount Rushmore National Memorial. It is the visitor's responsibility to understand and comply with all applicable state, local and federal firearms laws. Federal law prohibits firearms in federal facilities. If you have questions, please refer to Mount Rushmore's official website at www.nps.gov/moru.



Protection of Park Resources

Federal law protects natural and cultural resources in all national parks. Removing rocks, collecting plants or feeding wildlife are strictly prohibited. Please do not litter.



Smoking, Food and Beverages

Smoking, food and beverages are prohibited in the Information Center, Lincoln Borglum Visitor Center, Sculptor's Studio and Gift Shop. Smoking is prohibited in the Carvers Café, Amphitheater and all federal buildings. Please use disposal bins located outside the buildings for litter and extinguished smoking materials.



Trails and Climbing

Climbing any part of Mount Rushmore, including the rock slope, is prohibited. There are many climbing opportunities at the memorial on other rock formations. A climbing brochure is available in the Information Center and Lincoln Borglum Visitor Center. Bicycles and roller blades are not permitted on trails or walkways within the memorial.



Fires and Hunting

Fires and hunting are strictly prohibited within the park.



Camping

Camping is not allowed. A list of national park, national forest and state campgrounds is available in the Information Center and Lincoln Borglum Visitor Center.



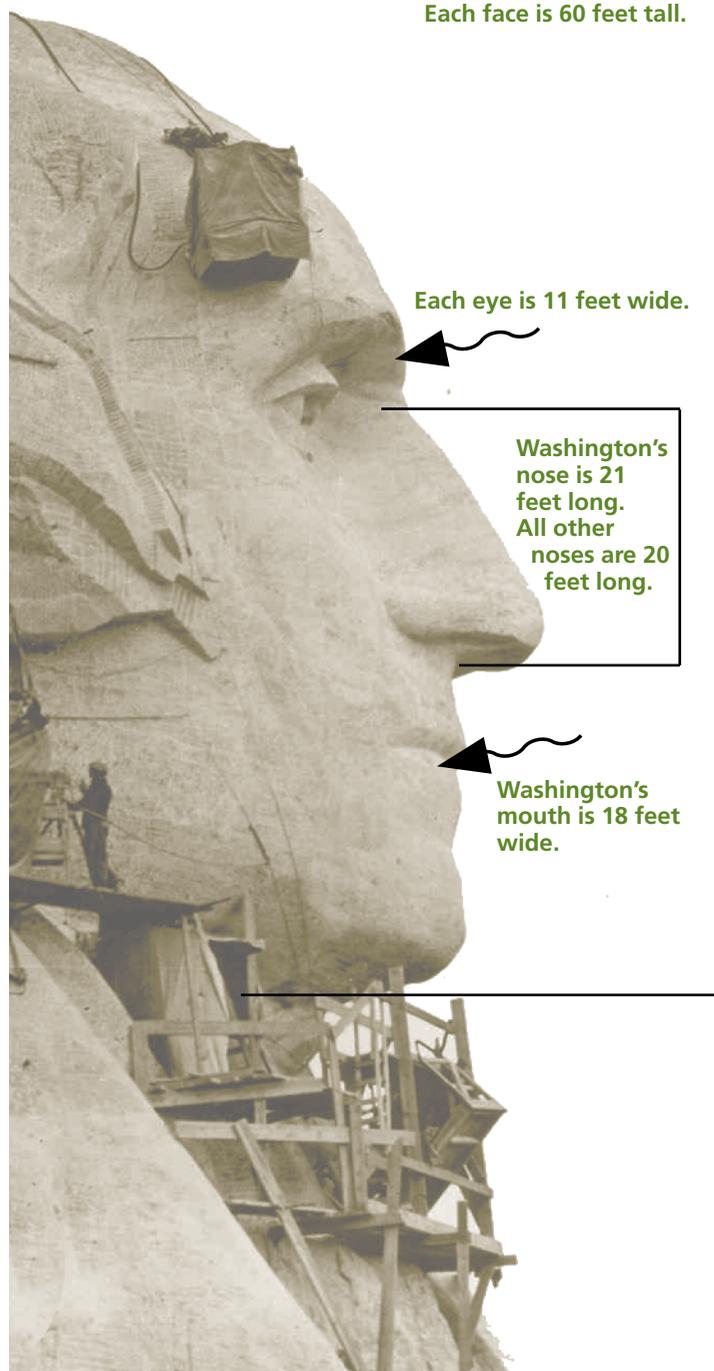
Visitors with Disabilities

Visitors with visual impairments may obtain the official park brochure in Braille at the Information Center and Lincoln Borglum Visitor Center.

For visitors with hearing impairments, the film and video exhibits shown in the museum are captioned. Headphones are available for the Mount Rushmore Audio Tour as well as a hardcopy script (for the same rental fee as an audio tour wand rental).

Visitors with mobility impairments may board and deboard vehicles in front of the main entryway. Wheelchairs are available for loan on a first-come, first-serve basis at the Information Center. Please ask a park ranger for additional information on accessible programs available during your visit. Elevators on either side of the Grand View Terrace give access to the Lincoln Borglum Visitor Center and Amphitheater. Stop by one of the information desks to inquire about how to access the Sculptor's Studio. The Presidential Trail is surfaced to accommodate wheelchairs from the Grand View Terrace to the base of the mountain. The Carvers Café and Gift Shop are wheelchair accessible.

Fast Facts



Each face is 60 feet tall.

Each eye is 11 feet wide.

Washington's nose is 21 feet long. All other noses are 20 feet long.

Washington's mouth is 18 feet wide.

1927-1941
the carving dates

400
the number of workers

\$989,992.32
the total cost

Charles Rushmore
the namesake

Gutzon Borglum
the sculptor

Dynamite
the main tool

Jackhammer
the drill

Harney Peak Granite
the rock

Paha Sapa
the Lakota word for "Black Hills"

Ponderosa Pine
the trees

Democracy
the meaning of Mount Rushmore

Presidents of the United States

George Washington*	1789-1797
John Adams	1797-1801
Thomas Jefferson*	1801-1809
James Madison	1809-1817
James Monroe	1817-1825
John Quincy Adams	1825-1829
Andrew Jackson	1829-1837
Martin Van Buren	1837-1841
William H. Harrison	1841
John Tyler	1841-1845
James K. Polk	1845-1849
Zachary Taylor	1849-1850
Millard Fillmore	1850-1853
Franklin Pierce	1853-1857
James Buchanan	1857-1861
Abraham Lincoln*	1861-1865
Andrew Johnson	1865-1869
Ulysses S. Grant	1869-1877
Rutherford B. Hayes	1877-1881
James A. Garfield	1881
Chester A. Arthur	1881-1885
Grover Cleveland	1885-1889
Benjamin Harrison	1889-1893
Grover Cleveland	1893-1897
William McKinley	1897-1901
Theodore Roosevelt*	1901-1909
William H. Taft	1909-1913
Woodrow Wilson	1913-1921
Warren G. Harding	1921-1923
Calvin Coolidge	1923-1929
Herbert C. Hoover	1929-1933
Franklin D. Roosevelt	1933-1945
Harry S. Truman	1945-1953
Dwight D. Eisenhower	1953-1961
John F. Kennedy	1961-1963
Lyndon B. Johnson	1963-1969
Richard Nixon	1969-1974
Gerald R. Ford	1974-1977
Jimmy Carter	1977-1981
Ronald Reagan	1981-1989
George H. W. Bush	1989-1993
William J. Clinton	1993-2001
George W. Bush	2001-2009
Barack H. Obama	2009-

* Denotes a president portrayed on Mount Rushmore.

Why These Presidents?

Presidential portraits courtesy of the White House Association.



BIRTH
First President

George Washington



EXPANSION
Louisiana Purchase

Thomas Jefferson



DEVELOPMENT
Panama Canal, Trust Buster and National Parks

Theodore Roosevelt



PRESERVATION
Saved the union during the Civil War

Abraham Lincoln



Discover Facts on Your Own

Junior Ranger Program

During your visit, become a Junior Ranger or Rushmore Ranger at Mount Rushmore National Memorial by completing a free activity book. Activity books are available at all information desks. Ask a park ranger for this fun book which will help you explore the wonders of the mountain, the presidents and the surrounding Black Hills area.

Once you are finished, please find a park ranger who will check your book and present you with a Junior Ranger badge. Junior Ranger patches are also available for purchase at the Mount Rushmore Bookstores.

The Junior Ranger Program is available at national park areas across the country.



Avenue of Flags

While at Mount Rushmore, check out the 56 flags of the states, districts, territories and commonwealths of the U.S. along the Avenue of Flags hung in alphabetical order.

States

- | | |
|--------------------|------|
| 1. Delaware | 1787 |
| 2. Pennsylvania | 1787 |
| 3. New Jersey | 1787 |
| 4. Georgia | 1788 |
| 5. Connecticut | 1788 |
| 6. Massachusetts | 1788 |
| 7. Maryland | 1788 |
| 8. South Carolina | 1788 |
| 9. New Hampshire | 1788 |
| 10. Virginia | 1788 |
| 11. New York | 1788 |
| 12. North Carolina | 1789 |
| 13. Rhode Island | 1790 |
| 14. Vermont | 1791 |
| 15. Kentucky | 1792 |
| 16. Tennessee | 1796 |
| 17. Ohio | 1803 |
| 18. Louisiana | 1812 |
| 19. Indiana | 1816 |
| 20. Mississippi | 1817 |
| 21. Illinois | 1818 |
| 22. Alabama | 1819 |
| 23. Maine | 1820 |
| 24. Missouri | 1821 |
| 25. Arkansas | 1836 |
| 26. Michigan | 1837 |
| 27. Florida | 1845 |
| 28. Texas | 1845 |
| 29. Iowa | 1846 |
| 30. Wisconsin | 1848 |
| 31. California | 1850 |
| 32. Minnesota | 1858 |
| 33. Oregon | 1859 |
| 34. Kansas | 1861 |
| 35. West Virginia | 1863 |
| 36. Nevada | 1864 |
| 37. Nebraska | 1867 |
| 38. Colorado | 1876 |
| 39. North Dakota | 1889 |
| 40. South Dakota | 1889 |
| 41. Montana | 1889 |
| 42. Washington | 1889 |
| 43. Idaho | 1890 |
| 44. Wyoming | 1890 |
| 45. Utah | 1896 |
| 46. Oklahoma | 1907 |
| 47. New Mexico | 1912 |
| 48. Arizona | 1912 |
| 49. Alaska | 1959 |
| 50. Hawaii | 1959 |

- | | |
|--|------|
| District of Columbia | 1790 |
| Guam, Territory | 1898 |
| Puerto Rico, Commonwealth | 1898 |
| American Samoa, Territory | 1900 |
| Virgin Islands, Territory | 1917 |
| Northern Mariana Islands, Commonwealth | 1976 |

Facts Behind the Hall of Records

WHAT DOES MOUNT RUSHMORE MEAN TO YOU? FOR GUTZON Borglum, who created the sculpture, the four presidents on the mountain represented important moments in American history.

Borglum wanted to build a special place to share American history with all visitors who came to the memorial. Part of that vision included a large room that would be carved into the vertical wall of the canyon behind the faces called the “Hall of Records” and would store important documents like the Declaration of Independence, the U.S. Constitution and the Bill of Rights.

Work started on the Hall of Records in 1938, but the U.S. government did not approve funding for this addition. Workers were only able to carve a doorway and a small hallway before Congress stopped the Hall of Records project.

Although the Hall was never finished as intended, Borglum’s daughter, Mary Ellis Borglum Vhay, was determined to find a way

to fulfill her father’s dream in some manner. In 1998, she was part of a team that buried a teakwood box in a titanium vault at the entrance of the Hall. The box contains 16 porcelain panels, bearing the words of the Declaration of Independence, the U.S. Constitution and the Bill of Rights. The panels also contain biographies of the presidents and information about how and why Mount Rushmore was carved.



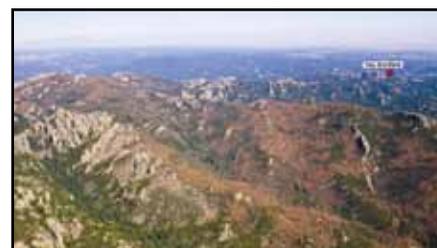
Nature Facts: Pine Beetle Infestation

LIKE COLORADO, THE BLACK HILLS OF SOUTH DAKOTA HAS experienced a pine beetle infestation. Once infested, a tree will slowly die. The red trees seen throughout the Black Hills and in the picture to the right are the trees that were infested last year and are now dead.

To protect the memorial’s forests from this epidemic, staff at Mount Rushmore embarked on an extensive thinning program to return the forest to a more sustainable condition. Measures were also taken

to protect scenic old growth trees within visitor areas by treating them with a protective spray. With these efforts, the park service hopes to have preserved the forested landscape around the sculpture.

Dead trees, the result of pine beetle infestation, can be seen in the foreground. Mount Rushmore is indicated by the red dot.



Digital Preservation of an Icon

WHEN ARTIST GUTZON BORGLUM began carving Mount Rushmore National Memorial in 1927, he was aware of the lasting legacy of his vision. The National Park Service takes the highest measures in preservation and security to ensure no natural or human caused damage happens to the memorial. Documentation, preservation and protection of the sculpture are integral in keeping Borglum's dream alive.

One of the newest preservation projects at the memorial involves ground-breaking technology. In May of 2010, staff from Mount Rushmore worked closely with highly skilled digital preservation specialists from Historic Scotland and the Kacyra Family Foundation based out of California. Using the latest digital laser-scanning equipment, the preservation team captured sub-centimeter details of every perspective

of the sculpture, including the top of the heads, the canyon behind the sculpture and the inaccessible Hall of Records.

Where the NPS once relied upon hand-drawn blueprints and photographs to document heritage resources, parks are now able to use technology to create digital records of our nation's treasures. The park can now use the laser-scanning data to document the historic sculpture, to track any movement of the rock and to develop new multimedia programming for the public.

One of the first public uses of the data launched earlier this year in the form of an online portal highlighting the digital-scanning project. The website features an array of rich multimedia material including an interactive virtual tour of the memorial,



navigable and measurable 3D "point cloud" models comprised of the billions of points collected by the laser scanners and a large collection of videos and photographs. The website is available free to the public at www.cyark.org.

A new exhibit for the Lincoln Borglum Visitor Center is also another exciting project to come from the digital-scanning data. The exhibit will be installed for this summer and showcases the virtual tour and

digital models from the website, along with a 3D interactive holographic image of the sculpture. Other projects in the works for the future include educational curriculum guides that will be available on the CyArk website for grades K through 12 and a smartphone and iPad app. The free mobile app will feature the interactive, 360-degree virtual tour of the mountain, as well as videos of the point-cloud data.

Mount Rushmore is proud to be a part of this new preservation technology that will offer unlimited opportunities for visitor programming. Nothing compares to experiencing the sculpture in person, but through technology, visitors will be able to see areas of the faces only seen by the original workers themselves.

Regional Park Neighbors



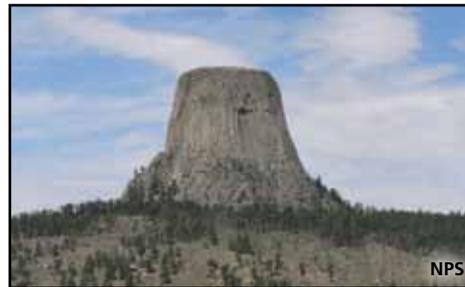
Wind Cave National Park

Wind Cave is located about 50 miles from Mount Rushmore on Hwy 385. It is one of the world's longest and most complex caves. It is famous for its boxwork, an unusual calcite cave formation resembling honeycomb. The park's surface area contains 28,295 acres of mixed-grass prairie, ponderosa pine forest and associated wildlife. Call (605) 745-4600 for further information. www.nps.gov/wica



Jewel Cave National Monument

Jewel Cave's Visitor Center and cave entrance is thirteen miles west of Custer, SD, on Hwy 16. With more than 150 miles surveyed, Jewel Cave is recognized as the second longest cave in the world. Cave tours provide opportunities for viewing this pristine cave system and its wide variety of speleothems. Call (605) 673-2288 to plan your visit. www.nps.gov/jeca



Devils Tower National Monument

Devils Tower is located in Wyoming, approximately 2.5 hours from Rapid City. Travel west on Interstate 90, exit at Sundance, WY, take Hwy 14 north to Hwy 24 and then take 24 north to Devils Tower. The monolith rises 1,267 feet above the meandering Belle Fourche River. Call (307) 467-5283 to plan your visit. www.nps.gov/deto



Badlands National Park

Badlands is located approximately 1.5 hours from Mount Rushmore. Take I-90 to Wall, SD, to Exit 110 or 131 to access Hwy 240's Badlands Loop Road. Badlands National Park consists of 244,000 acres of sharply eroded buttes, pinnacles and spires blended with the largest, protected mixed-grass prairie in the U.S. Call (605) 433-5361 to plan your visit. www.nps.gov/badl



Minuteman Missile National Historic Site

Minuteman preserves a launch control facility and a nuclear missile silo of the Minuteman II missile system. The park offers tours by reservations only. Call the site at (605) 433-5552 or stop by the Project Office at Exit 131 off of I-90. www.nps.gov/mimi



Custer State Park

Custer State Park is located just south of Mount Rushmore. At 71,000 acres, it is one of the largest, most unique state parks in the nation and is home to a herd of 1300 bison. Visitors will find many lakes and natural areas. Hiking access to Harney Peak, the tallest peak in South Dakota, is also available. Call the Peter Norbeck Visitor Center at (605) 255-4464. www.custerstatepark.info

Park Partners

MOUNT RUSHMORE SOCIETY

The Mount Rushmore Society has a long history with Mount Rushmore, beginning in 1930 when it was necessary to solicit private funds and provide for citizen involvement in the carving of the memorial. Ever since, the Society has been instrumental in the memorial's growth and promotion in a number of ways. The Society was the first gift shop concessionaire in the 1940s, embarked on a nationwide Preservation Fund campaign in the 1980s (raising \$25 million and spurring a total of \$56 million in facility improvements), helped fund the redevelopment at Mount Rushmore in the 1990s, which included a \$17 million parking facility operated by the Society, created the Mount Rushmore Bookstores at the memorial in 1993 and formed the Mount Rushmore Institute in 2007. The Mount Rushmore Bookstores alone have contributed over \$2.1 million to the park since 1993. Please visit one of the three bookstore outlets or go to www.mountrushmoresociety.com to find out more about becoming a Society member.

PRESIDENTIAL PARKING, INC.

Since 1997, Presidential Parking, Inc., has operated the parking concession for the Mount Rushmore Society's parking facility.

XANTERRA PARKS & RESORTS

For more than 130 years, Xanterra Parks & Resorts has operated lodging, restaurants and other facilities at some

of the most beautiful places on

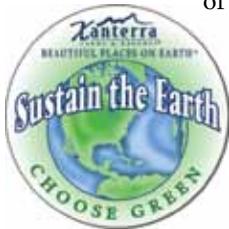
earth – our country's spectacular national and state parks. The

Xanterra name has become synonymous with park and resort hospitality in pristine environments. Xanterra has operated the Carvers Café, Gift Shop and Memorial Team Ice Cream Shop at Mount Rushmore since 1993. Beyond offering high-quality guest

services, the organization is committed to providing guests with a

memorable experience while helping them to have the least amount of

impact on the environment as possible. Through the Ecologix Environmental Management System, Xanterra is working towards becoming a truly sustainable business. Since 2002, the organization has reduced greenhouse gas emissions by 35% and fossil fuel usage by 62%, while increasing solid-waste diversion to over 62%. During your visit, stop by the Gift Shop



Become a Part of Mount Rushmore History: Rent the Mount Rushmore Audio Tour

Mount Rushmore Audio Tour: Living Memorial is a recorded guide incorporating narration, music, interviews, sound effects and historic recordings of Gutzon Borglum, Lincoln Borglum, Mary Ellis Borglum Vhay, workers and American Indians.

HOW DOES IT WORK?

Using a lightweight handheld wand, a visitor can listen to the self-guided tour while simply sitting down in a favorite spot, walking around the park or following the suggested route shown on the map

provided to them. Depending on time allotted, a visitor can listen to just a few stops or take the entire tour (up to two hours).

WHAT WILL YOU HEAR?

The tour tells the stories of many people, including sculptor Gutzon Borglum, his workers and other visionaries, who blasted, drilled and fashioned a mountain into a memorial from 1927-1941. It also tells of four great presidents, who, in their own way, are the embodiment of the American experience. In addition, the recorded guide

JOIN THE MOUNT RUSHMORE SOCIETY MEMBERSHIP

Select one of the following membership levels to support Mount Rushmore National Memorial and receive discounts on merchandise purchased at our bookstores located in the Information Center, Visitor Center and the Sculptor's Studio. You may also receive the same discounts in our catalog and on our website. Many other cooperating associations offer reciprocal discounts at other national park sites.

\$30 Individual Membership

Receive 15% off Bookstore purchases, 10% off purchases in the Gift Shop, reciprocal discounts at cooperating associations in other parks, quarterly newsletters and invitations to certain events. Annual.

\$50 Family Membership

Receive all benefits listed above, plus two audio tours. Annual.

\$100 Supporting Membership

Receive all benefits listed above, plus a parking pass for the NEXT calendar year. Annual. Eligible for Lifetime Membership after five consecutive years.

\$500 Lifetime Individual Membership

Receive 15% off Bookstore purchases, 10% off purchases in the Gift Shop, reciprocal discounts at cooperating associations in other parks, quarterly newsletters, voting rights and invitations to all organizational events for life. Also receive a one-time coupon for two audio tours and a one-time parking pass for the NEXT calendar year.

\$700 Lifetime Couple Membership

Shares all benefits listed above for a couple.

\$1500 Corporate Membership

Receive all Supporting Membership benefits for one designated member of the corporation, plus a framed certificate and logo designation, business link on our website and advertisement opportunities. Annual.

Additional donation of _____

Charge my Credit Card (Circle One)

MasterCard Visa Discover AmerExp

Acct# _____

Expiration _____

Signature _____

Name _____ Business _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____

Email Address _____

WWW.MOUNTRUSHMORESOCIETY.COM

Mount Rushmore Society • PO Box 1524 • Rapid City, SD 57709



to peruse a new section that features "Made in America" merchandise. Our buyers have been searching the country for as many American-made products as they can find, so take a few moments and visit the Mount Rushmore Gift Shop for these gifts and keepsakes.

Also, try a local bison burger in our Carvers Café to taste a delicacy of South Dakota. Of course, please participate in the park's recycling program.

Most of all, have a memorable and exciting visit here at Mount Rushmore.

Audio Tour Achievements

- Winner of the 2007 Association of Partners for Public Lands Audio/Visual Award
- Winner of the 2007 National Association of Interpretation's Interpretive Media Awards for audio tours
- Winner of the 2008 National Park Service Director's Award for Excellence in Interpretive Media

Park Map and Facilities

Information Center & Bookstore

Start by visiting this center for park orientation and information on ranger-led programs, the Junior Ranger Program and other activities in the Black Hills. Shop at the Mount Rushmore Bookstore.

Audio Tour Building

Rent an audio tour wand here to hear the story of Mount Rushmore. Available in English, German, Lakota, Spanish and French.

Carvers Café, Ice Cream Shop & Gift Shop

Xanterra Parks & Resorts operates a full-service food court, the Memorial Team Ice Cream Shop and Gift Shop. ATM and restrooms are also available.

Avenue of Flags

Location of the 56 flags of the states, districts, commonwealths and territories of the U.S.

Youth Exploration Area

Located off the Grand View Terrace, this hands-on exploration area focuses on aspects of the natural and cultural resources of the Black Hills.

Grand View Terrace

Located at the end of the main walkway, this is the primary viewing area to get a photograph of the mountain carving.

Lincoln Borglum Visitor Center, Museum, Theaters & Bookstore

Visit the park's main visitor center located below the Grand View Terrace for interactive museum exhibits, a film and an information desk staffed by park rangers. Shop at the Mount Rushmore Bookstore.

Amphitheater

Location of the nightly summer ranger-led Evening Lighting Ceremony.

Presidential Trail

This ½-mile loop trail begins on the Grand View Terrace, takes you to the base of the mountain, past the Sculptor's Studio and back.

Lakota, Nakota and Dakota Heritage Village

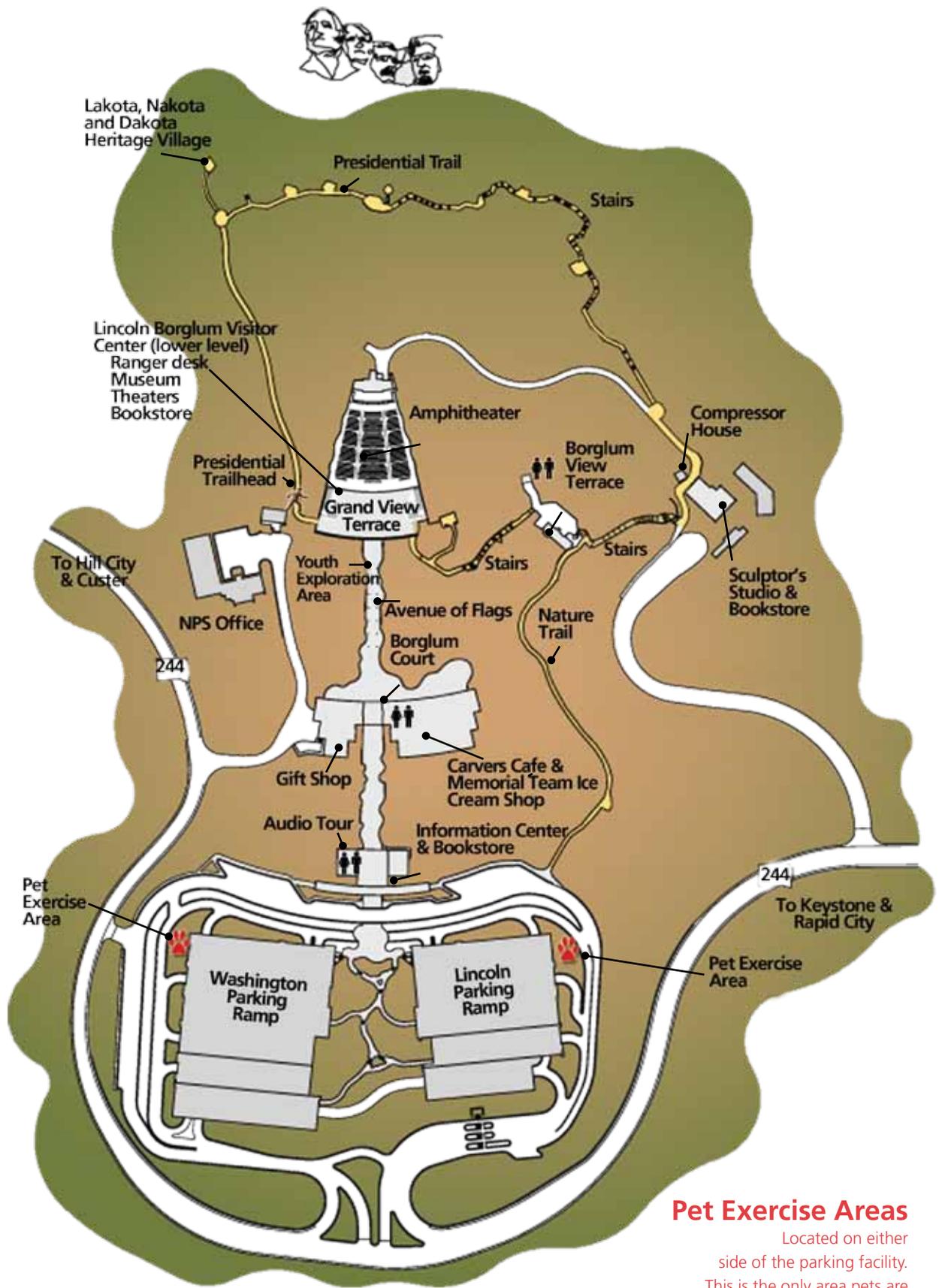
Explore the traditions, stories and languages of American Indians from the region.

Sculptor's Studio & Bookstore

This historic building was the second on-site studio for sculptor Gutzon Borglum. Borglum's original model and many of the tools he used are on display. Summer ranger-led programs are held here. Shop at the Mount Rushmore Bookstore.

Borglum View Terrace

The location of our sculptor in residence and the site of Borglum's first studio.



Pet Exercise Areas

Located on either side of the parking facility. This is the only area pets are permitted within the park.