



National Park Service
U.S. Department of the Interior

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Xanterra Wins Midwest Region Partnership Award

KEYSTONE, S.D. – Mount Rushmore National Memorial Superintendent Cheryl Schreier is pleased to announce Xanterra at Mount Rushmore as the 2013 recipient of the National Park Service, Midwest Region, Excellence in Partnering Award.

Xanterra currently operates the Carvers Café, Memorial Team Ice Cream Shop, and the Gift Shop at Mount Rushmore and, in receiving this award, was recognized for integrating park history into its guest services through the introduction of multiple enhanced visitor opportunities. These included producing a taste of history by recreating Thomas Jefferson’s White House ice cream with the assistance of a local dairy and incorporating park history by collaborating with NPS staff in the construction of a reproduction hoist-house to house a new, outdoor concession stand. In addition, the company’s eye to ecological preservation of the area was highlighted by its installation of a water hydration station to encourage the use of refillable containers and reduce the amount of plastic bottles used.

“Congratulations to Xanterra management and staff on receiving this well-deserved award,” stated Superintendent Schreier. “The Memorial appreciates their ongoing efforts to provide quality guest services, while sharing the park’s history and supporting preservation messages.”

Nominations for this award may be submitted by each of the region’s 63 park units to recognize partnerships that exemplify achievements and contributions to the promotion of a vision beyond standard business practices.

For additional information visit the park web site at www.nps.gov/moru or Xanterra’s web site www.mtrushmorenationalmemorial.com

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