



Press Release

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STAR-SPANGLED 200, INC. HIRES NEW STAFF

BALTIMORE (August 2) – Star-Spangled 200, Inc. (SS200), the development affiliate that supports the Maryland War of 1812 bicentennial commemoration, has announced the addition of two staff members. Ann Beegle is the new executive director and Jill Feinberg is the new director of communications and public relations.

"I am delighted that Ann and Jill have joined the team," said Bill Pencek, executive director, Maryland War of 1812 Bicentennial Commission and deputy assistant secretary, Maryland Division of Tourism, Film, and the Arts. "Both bring a wealth of relevant experience and share a commitment to showcasing Maryland's role in the War of 1812 to both local residents and visitors from around the world."



Beegle is the former executive director of The Star-Spangled Banner Flag House. She had also served as chief of staff for Baltimore County Executive Jim Smith. "This is a once-in-a-lifetime opportunity to take advantage of a global stage and showcase Maryland's extraordinary contributions to the nation during the War of 1812," she said. "I look forward to working with our industry partners to bring new prominence to Maryland's cultural landscape."



Feinberg, the former conference and tourism director for Baltimore County, was named Maryland's "New Tourism Professional of the Year" in 2010. She previously worked in communications and marketing for UMBC and Marriott International. "Maryland's War of 1812 story resonates with people across the continent and around the world," she said. "The birth of a national icon – the Star-Spangled Banner – is a powerful narrative."

SS200 plans to raise \$12.5 million for matching grants tied to projects that support resource preservation, education and community revitalization, and \$10 million for bicentennial programs and events. SS200 has hired Treseler Marketing and Business Development of Rockville for fundraising strategy support.

SS200 has also unveiled its consumer site, www.starspangled200.com, which provides bicentennial celebration updates, enables donations, and will eventually sell bicentennial merchandise.

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About Star-Spangled 200, Inc.

Star-Spangled 200, Inc. is the not-for-profit 501(c)3 entity that supports the fundraising goals of the Maryland War of 1812 Bicentennial Commission. Established in September 2010, Star-Spangled 200, Inc. is charged with educating the public through celebration and commemoration of the historical events of the War of 1812 by supporting the charitable and educational activities of the Maryland War of 1812 Bicentennial Commission. For more information and to support the fundraising efforts, visit www.starspangled200.com.

About the Maryland War of 1812 Bicentennial Commission

The Commission was established by Governor Martin O'Malley under Executive Order and is staffed by the Maryland Department of Business and Economic Development, Division of Tourism Film and the Arts. The bicentennial period is June 2012 through February 2015. The Commission is planning a multi-year cultural tourism and educational initiative to commemorate Maryland's unique contributions to the defense and heritage of the nation including the pivotal clash that ensured American victory, an iconic flag, and our national anthem, The Star-Spangled Banner. For more information, visit www.starspangled200.org.

About Treseler Marketing and Business Development

Treseler Marketing and Business Development provides strategic planning, marketing communications, corporate sponsorship and fundraising, development and management skills to established firms in the service sector of the economy to further corporate missions and goals. For more information, visit www.treseler.biz.