



## News Release

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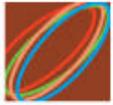
### Iowa Transportation Museum Celebrates Launch of Transportation Heroes Center Online

*Interactive, Educational Exhibit Honors the People Who Make Life Go*

Grinnell, Iowa – The Iowa Transportation Museum proudly announces the launch of the *Transportation Heroes Center*, an interactive and educational Web-based exhibit. Paying tribute to individuals who have made significant contributions to Iowa’s rich transportation heritage, the exhibit inspires the next generation of transportation innovators and serves as the online centerpiece of the Iowa Transportation Museum, currently in development in Grinnell.

Located at [www.TransportationHeroes.org](http://www.TransportationHeroes.org), visitors can explore Iowa’s surprising transportation legacy through narratives, photos, videos and games that tell the story of more than twenty well-known or unsung Transportation Heroes, including:

- Iowa-native and NASA Astronaut **Peggy A. Whitson, Ph.D.**, who has served as commander of the International Space Station and accumulated 377 days in space over two missions, more than any U.S. astronaut.
- **August and Frederick Duesenberg**, the namesakes behind the Duesenberg Automobile and Motors Company, responsible for producing a line of elegant and opulent cars known for their speed and style in the 1920-1930s.
- **Frank W. Cyr, Ph.D.**, a Grinnell College graduate who organized the country’s first school transportation national standards conference in 1939 and famously established the “National Glossy School Bus Yellow” color for buses nationwide.



SPAULDING CENTER *for* TRANSPORTATION  
THE HEROES CENTER

Nominations were submitted from across the state and reviewed by a selection committee co-chaired by former Governor Robert Ray and Iowa Department of Transportation Director Nancy Richardson.

Visitors to the *Heroes Center* are encouraged to nominate the Heroes from their own life or throughout history. Heroes are classified in three categories:

- **Heroes by Example:** Transportation workers who have accomplished their everyday job in an extraordinary way;
- **Heroes of Industry & Technology:** Individuals who have made significant breakthroughs or contributions in transportation-related industries or technologies, and;
- **Heroes of Valor:** Transportation workers who have placed their life at risk – either willingly or unknowingly – while on the job, or citizens who have contributed selfless acts within the field of transportation.

New Transportation Heroes will be added each year. The Museum hopes to continually expand the *Heroes Center* to celebrate and recognize hundreds of individuals.

Officials from the Iowa Transportation Museum celebrated the launch by hosting a free public ceremony for the inaugural Transportation Heroes at the Grinnell High School Auditorium in Grinnell. Former Governor Robert Ray hosted the special event, which included a keynote speech by NASA Astronaut Peggy A. Whitson, an Iowa-native and Hero of Valor inductee.

Hundreds of Museum supporters, transportation enthusiasts and community members participated in the celebration, which also served to raise awareness about the Iowa Transportation Museum.

Located in Grinnell, Iowa, the Museum will open in the restored Spaulding Carriage and Automotive Works Factory, which built buggies, carriages and wagons beginning in 1876. It also produced sturdy and luxurious Spaulding automobiles from 1909 – 1916.

Unlike traditional museums, the Iowa Transportation Museum will not be a collection-based institution. While a limited number of artifacts will be on display, including a restored Spaulding automobile, the Museum will strive to explore transportation's evolution in Iowa, making it come alive through interactive elements, fascinating individual profiles and a series of traveling, online and permanent exhibitions.



## SPAULDING CENTER *for* TRANSPORTATION THE HEROES CENTER

Content from the *Transportation Heroes Center* will be used to develop future exhibitions at the Museum. A multi-million dollar statewide capital campaign to raise funds for the site is more than halfway complete, with plans to begin construction contingent on continued support.

To explore the *Transportation Heroes Center*, visit [www.transportationheroes.org](http://www.transportationheroes.org).

### **ABOUT THE IOWA TRANSPORTATION MUSEUM**

*Located in Grinnell, Iowa, the mission of the Iowa Transportation Museum is to explore the evolution of transportation, making it come alive to enhance our understanding of how transportation systems and workers contribute to the culture and quality of life we enjoy. The Museum manages the Transportation Heroes Center, an educational Web-based exhibit that pays tribute to individuals that have made significant contributions to Iowa's rich transportation heritage. Nominate the Hero from your life today.*

*For more information about the Museum, visit [www.iowatransportationmuseum.org](http://www.iowatransportationmuseum.org)*

*For more information about the Transportation Heroes Center, visit [www.transportationheroes.org](http://www.transportationheroes.org).*

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