



FOR IMMEDIATE RELEASE

May 4, 2004

Contact: Michelle Newhard
(215) 283-6900 x171

Eastern National Hires Regional Manager for National Capital Region

Fort Washington, PA – Eastern National announced today that it has hired Stacy Madalena as the Regional Manager for its newly created National Capital region in Washington, DC. Over a three-month period, from June 1, 2004 to August 1, 2004, Eastern National will begin phasing in retail operations at twenty-four national park locations in the National Park Service’s National Capital Region.

Madalena will be responsible for retail outlets in Eastern National’s newly formed, fifteenth region. Her office will be temporarily located in Manassas, Virginia, and then re-located to Alexandria, Virginia by September 2004. “I’m excited to move back to Washington, D.C. and to work with a non-profit association partnered with the National Park Service,” said Madalena.

Prior to coming to Eastern National, Madalena worked in the private sector at WH Smith USA Travel Retail for seven years. Most recently she was the District Manager for Southeast Airports. She managed retail operations for seven airports in the eastern United States, where she was responsible for all aspects of retail bookstores, including managing sales objectives, hiring and training staff and general merchandising.

Madalena has a Bachelor of Science degree in Business Administration with a concentration in Marketing from Clarion University of Pennsylvania. She will reside in Herndon, Virginia.

“We are delighted to have Stacy on board. Her strong multi-outlet retail experience will serve us well as we get these sites open,” said Rick Creighton, Operations Manager at Eastern National.

“Serving as an extension of the National Park Service interpretive program, we want our products to help connect people with parks.”

The national park units involved in the transition are listed below. Eastern National is currently working with the National Park Service to ensure that visitor services will not be interrupted during this transition.

Transition date June 1, 2004

Catoctin Mountain Park; Rock Creek Park; Prince William Forest Park; Potomac Heritage National Scenic Trail.

Transition date July 1, 2004

National Capital Parks – East (Frederick Douglass National Historic Site; Fort Washington Park, MD; Kenilworth Park & Aquatic Gardens; Oxon Cove Park; Mary McLeod Bethune Council House National Historic Site); **Chesapeake & Ohio Canal National Historical Park.**

Transition date August 1, 2004

George Washington Memorial Parkway (Arlington House/Robert E. Lee Memorial; Arlington Cemetery Visitor Center; Clara Barton National Historic Site; Great Falls Park); **National Mall & Memorial Parks**, *formerly National Capital Parks - Central* (Franklin Delano Roosevelt Memorial; Ford's Theatre National Historic Site; Thomas Jefferson Memorial; Lincoln Memorial; Washington Monument).

Each of these parks will appear on www.eParks.com by its effective transition date. Information on each park can be found online at www.nps.gov/parks.html. Stacy Madalena, EN Regional Manager can be contacted at c/o Manassas National Battlefield, 12521 Lee Highway, Manassas, VA 20109; phone: 703-754-1423; or email: StacyM@easternnational.org. After September 1, 2004, she can be reached at 44 Canal Center Plaza, Suite 5, Alexandria, VA 22314.

Eastern National is a non-profit organization that provides quality educational products and services to America's national parks and other public trusts. Eastern National operates educational outlets in over 130 national parks and public lands in 30 states. Since 1947, Eastern National has donated over \$70.7 million to the National Park Service. For more information, visit www.easternnational.org and www.eParks.com.

###