



**Back by Popular Demand ~**  
**Michael B. Moore at The National**  
**Civil War Museum for a Free Lecture**

(Harrisburg, PA) – [The National Civil War Museum](http://www.nationalcivilwarmuseum.org) proudly welcomes back Michael Boulware Moore on May 14, 2016 1:00pm-2:30pm. Michael B. Moore will present "Robert Smalls, The Untold Story." The NCWM will offer this lecture free of charge to the public, although regular admission fees will apply for entrance to the Museum galleries.

Michael Boulware Moore presents a deeper dive into the fascinating history of one of the most important, but least known stories of the Civil War. Sharing family insights and little known historical nuggets, Michael reveals greater insight into the life and times of his great, great grandfather, Robert Smalls, an escaped slave and US Congressman. Robert Smalls' story will enthrall and enlighten Museum guests.

*Michael Boulware Moore is the new President and CEO of the International African American Museum being built in Charleston, SC. A seasoned business and community leader, brand strategy consultant, advisor, and board member with classical consumer packaged goods experience managing the iconic Jell-O gelatin brand at Kraft and the Coca-Cola brand at Coca-Cola USA, he has experience leading a boutique consulting practice, and has served in multiple C-suite corporate roles. Michael is a thought leader on brand strategy and consumer behavior, and has degrees from Syracuse and Duke Universities. Michael is the author of "Bridging the Gaps: The Love of Marketing". He blogs regularly about branding, marketing, and advertising at his blog, "The Brand Farm" (TheBrandFarm.com). Michael currently serves on the boards of St. Mark's School in Southborough, MA; the International African American Museum in Charleston, SC; and Duluth Youth Lacrosse Association in Duluth, GA. He is married, the father of four sons, and lives in a suburb of Atlanta.*

For more information and a complete listing of other events at the Museum, please visit the Museum website: [www.nationalcivilwarmuseum.org](http://www.nationalcivilwarmuseum.org) or call 717.260.1861.

***About The National Civil War Museum***

*Opened in February 2001, The National Civil War Museum, a member of the Smithsonian Institution Affiliations Program, is a non-profit private educational institution dedicated solely to the American Civil War. It is one of the largest museums in the world which interprets the entire American Civil War from a military and civilian perspective. The Museum preserves and exhibits some of the nation's treasures, including General Robert E. Lee's personal Bible, and more than 24,000 artifacts, documents and photos. Admission to the Museum is \$11.00 for adults, \$10.00 for seniors, and \$9.00 for students with reduced rates for children and families. The Museum offers complimentary ample parking. For more information, please call 717.260.1861, or visit the Museum's website at [www.nationalcivilwarmuseum.org](http://www.nationalcivilwarmuseum.org). **Connect with us!** [Facebook.com/TheNationalCivilWarMuseum](https://www.facebook.com/TheNationalCivilWarMuseum); [Twitter.com/NCWM](https://twitter.com/NCWM); and [FourSquare.com/NationalCivilWarMuseum](http://www.foursquare.com/NationalCivilWarMuseum)*

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