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**PEOPLE TO PEOPLE INTERNATIONAL
CEO MARY JEAN EISENHOWER ANNOUNCES GALA
TO CELEBRATE ORGANIZATION'S
60TH ANNIVERSARY SLATED FOR OCT. 1, 2016, IN KANSAS CITY**

Eisenhower, granddaughter of nonprofit's founder, President Dwight D. Eisenhower, announced landmark event from PTPI's international headquarters based in Kansas City's Crown Center.

Gala will feature entertainer Tony Orlando and Clifton Truman Daniel, grandson of President Harry S. Truman.

KANSAS CITY, MO.—(Aug. 1, 2016)—People to People International (PTPI), the nonprofit established on Sept. 11, 1956, by President Dwight D. Eisenhower to enhance international understanding and friendship through educational, cultural and humanitarian activities, will mark its 60th year on Oct. 1, 2016 with a gala in Kansas City, Missouri. Mary Jean Eisenhower, the president's granddaughter and chief executive officer of PTPI, announced the celebration from the PTPI World Headquarters in Kansas City's Crown Center.

With his term of office nearing an end, President Eisenhower sought a way for the organization to be funded in the private sector and engaged his good friend, J.C. Hall, the founder of Hallmark Cards, Inc., to help continue this valuable work. Hall agreed and People to People International (PTPI) was incorporated as a not-for-profit 501(c)(3) organization in the State of Missouri on October 31, 1961. Six decades later, and with the help of historic contributions from the Hall family, PTPI is recognized as a unique program of personal diplomacy emphasizing nongovernmental contact between people to enhance and encourage a more peaceful world.

"Especially in this political season, my grandfather's vision of a cross-cultural network of engaged and knowledgeable everyday citizen leaders as an active force in creating and sustaining a more peaceful world is relevant and more significant than ever before," Eisenhower says. "For 60 years the exchange of ideas and experiences directly among people of different countries, different cultures and different ages has translated into action by thousands across the globe."

The Oct. 1 event will take place in the Kansas City Marriot Downtown's Muehlebach Tower and will feature entertainer Tony Orlando and Clifton Truman Daniel, grandson of President Harry S. Truman. Daniel is honorary chairman of the Board of Trustees of the Harry S. Truman Library Institute in Independence, Missouri, and author

of the 1995 book, *Growing Up With My Grandfather: Memories of Harry S. Truman*, and *Dear Harry, Love Bess: Bess Truman's Letters to Harry Truman, 1919-1943*, published in 2011.

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PEOPLE TO PEOPLE INTERNATIONAL CEO MARY JEAN EISENHOWER ANNOUNCES GALA TO CELEBRATE ORGANIZATION'S 60TH ANNIVERSARY SLATED FOR OCT. 1, 2016, IN KANSAS CITY

"In carrying out my own work with Japan and post-war reconciliation, I have come to understand the value and meaning of the People to People Program," says Daniel. "It will be a pleasure to join the People to People family in my grandfather's hometown of Kansas City to kick off the next 60 years of 'peace through understanding.'"

The gala will include a VIP reception from 5 - 6 p.m. and a meet-and-greet with Orlando and Daniel; a cocktail reception from 5:30 - 6:30 p.m.; silent auction; dinner; a live auction and dancing. VIP tickets are \$300 and gala tickets only are \$200. Sponsorship levels from \$2,000 to \$150,000 are available.

With a presence in more than 160 countries, PTPI fosters President Eisenhower's belief that "peaceful relations between nations require understanding and mutual respect between individuals." Since PTPI's inception, almost one million people worldwide have participated in the organization's programs.

To purchase tickets or to become a sponsor, visit ptpi.org or call 816-531-4701 phone or 1-800-676-PTPI (7874). To schedule Mary Jean Eisenhower for a speaking engagement or media appearance, contact Kimberly Winter Stern at 913-449-4294.

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About People to People International

The concept of People to People represented part of U.S. President Dwight D. Eisenhower's lifelong crusade for peace. He believed that everyday citizens wanted a more peaceful world and could achieve it more effectively without government interference. After a July 1955 meeting with Soviet Premier Nikita Khrushchev, President Eisenhower shared in his report to the nation: "The subject that took most of my attention was the possibility of increased visits overseas by the citizens of one country into the territory of the other nation." The result was the launching of the "People to People" initiative on September 11, 1956, under the U.S. Information Agency. This program of "personal diplomacy" emphasized nongovernmental contacts between people. With his term of office nearing an end, he sought a way for the organization to be funded in the private sector. President Eisenhower engaged his good friend, J.C. Hall, the founder of Hallmark Cards, Inc., to help continue this valuable work. Hall agreed, and People to People International (PTPI) was incorporated as a not-for-profit 501(c)(3) organization in the State of Missouri on October 31, 1961, with the offices moving from Washington, D.C., to Kansas City. Eisenhower's vision to enhance international understanding and friendship translates into action by thousands of members around the world. For more information on People to People International, visit ptpi.org.