9/II MEMORIAL & MUSEUM

# ANNUAL REPORT 2024



Michael R. Bloomberg Chairman **Elizabeth L. Hillman** President & CEO

In 2024, the National September 11 Memorial & Museum continued its vital mission of honoring and remembering the 2,983 people killed in the terrorist attacks of September 11, 2001 and February 26, 1993. We also paused to express our gratitude to the 9/11 community, New Yorkers, and the nation as we marked 10 years since the Museum's dedication, welcoming 25 million visitors in the intervening decade. This occasion inspired reflection, a look to the future as we approach the 25th anniversary of 9/11 in 2026, and a reaffirmation of our commitment to sharing the inspiring stories and important lessons of 9/11 in new ways, with new perspectives. We remain deeply dedicated to honoring all those killed, supporting the brave individuals impacted by 9/11-related illnesses, and those who selflessly served our nation in the wake of the tragedy. By ensuring that future generations learn about the incredible resilience and unity that emerged in the face of darkness, we remain steadfast in fulfilling our promise to never forget.

Enjoy a video of 2024 highlights.

9/II MEMORIAL & MUSEUM 2024 ANNUAL REPORT

#### THE YEAR IN NUMBERS

Family members attended the 23<sup>rd</sup> annual 9/11 commemoration ceremony at the memorial.

# 258,000





2,400,000 to the **Museum** 

11,600,000 to the **Memorial** 

5,700,000 to **911memorial.org** 

110,000

Participants in expert-led tours



Rank among **Tripadvisor ratings** 





Participants, from all **50 states, six territories, and 38 countries**, in the Anniversary Digital Learning Experience





15.5K



5,500

Number of artifacts added to the collection



A Message from the Chairman of the Board

We marked an important milestone in 2024: the 10th anniversary of the opening of the 9/11 Memorial Museum. Our team is deeply grateful to the many 9/11 family members, responders, survivors, community members, and donors who helped make the museum a reality — and to the millions who have helped sustain our mission since.

Today, there are 100 million Americans too young to remember 9/11. Reaching this new generation is an important part of our mission. As we approach the 25th anniversary of the terrorist attacks, we continue to find new ways to share stories of service, sacrifice, and resilience.

One example is an exhibit called "Dust: Illness and Advocacy After 9/11." It features those who died, or are currently living with illness and trauma, from causes related to 9/11. It also honors the compassionate work of responders, nurses, doctors, and health care advocates.

Our Visionary Leadership Network — led by the children of 9/11 victims and young military veterans — launched a new program offering free admission just for New Yorkers. We designed this program, New York First Mondays, to give community members a special opportunity to experience the museum with one another. More than 2,000 local residents did so in 2024, visiting free of charge and usually for the first time.

Building on our success training over 50,000 first responders and members of law enforcement, we also launched a new training program for the private sector. This initiative shares essential lessons about crisis response and communications with the leaders of a workforce increasingly born after 9/11.

Overall in 2024, we welcomed 2.4 million visitors to the museum and 11.6 million to the memorial. On the anniversary of the attacks, our flagship 9/11 Anniversary Digital Learning Experience reached over 950,000 students and teachers from all over the country and the world. That international reach and impact would not have been possible without the excellent team led by Beth Hillman, our President and CEO.

The 9/11 Memorial & Museum upholds a sacred mission, and I am honored to be part of it. Together, we owe a debt of gratitude to our Board of Trustees and donors, whose generosity made a range of new initiatives possible. I encourage everyone to join them in helping to keep the promise we made to one another nearly 25 years ago: Never forget.

Sincerely,

Michael R. Bloomberg

Michael & Klembery



# A Message from the President & CEO

Ten years since the dedication of the 9/11 Memorial Museum and nearly a quarter century after the September 11, 2001 attacks, our commitment to preserving the memory of all those killed, affirming the unity, service, and compassion with which we responded, and educating a new generation about the lessons of that day has never felt more essential. In 2024, we honored the central tenet of our mission — to inspire an end to hatred and tolerance — while introducing initiatives aimed at engaging new audiences, deepening the breadth of our storytelling, expanding our education programming, and continuing to grow our collection. We were privileged to welcome 2.4 million visitors to the Museum and 11.6 million to the Memorial.

Together, we commemorated the 31st anniversary of the February 26, 1993 World Trade Center bombing, the 22nd anniversary of the formal end to rescue and recovery operations on May 30, 2002, and the 23rd anniversary of 9/11. As part of our "Remember the Sky" social media campaign, tens of thousands around the world paused to commemorate 9/11 by posting photos of their sky, a reminder that what happened on 9/11 and in its aftermath resonates deeply.

In May, to coincide with the Museum dedication's 10th anniversary, we launched New York First Mondays, a new free admission program to engage New Yorkers. This program was designed to encourage local visitation with monthly free hours exclusively for New Yorkers, giving them a chance to reconnect with each other and the feeling of community that sustained us all in the wake of the attacks. We are excited to offer a full calendar year of this program in 2025, now with expanded hours and taking place on Sundays.

The installation "Dust: Illness and Advocacy After 9/11" also opened in May to help the public better understand the ongoing impact of the toxic dust that blanketed lower Manhattan after the attacks. It shares the story of the exhaustive and ongoing advocacy efforts to gain healthcare and support for the tens of thousands of affected first responders, rescue and recovery workers, lower Manhattan residents, and survivors. In November, "Faces of Ground Zero: Photographs by Joe McNally" was installed within the North Tower Excavation, telling the emotional stories of many of the earliest first responders to arrive at Ground Zero through raw, life-sized photographic portraits. Our ability to tell these stories was enhanced by the addition of more than 5,500 new items to the Museum's collection.

Educating those too young to remember 9/11 remained at the heart of our mission, from the annual Anniversary Digital Learning Experience and student field trips — both on-site and virtual — to professional development for teachers and our second Institute for Educators, providing much needed resources and strategies for teaching 9/11 history. More than 14,000 professionals took part in our programs for law enforcement, intelligence, military, and first responders. At the seventh annual Summit on Security in November, we introduced a new offering for corporate professionals, *Leading Through Crisis*, which codifies key elements of crisis response. Another 1,600 attended free public programs touching on multiple aspects of the 9/11 story, from its impact on the arts to the role of the U.S. Air Force in the immediate response that day.

None of our work would be possible without our generous donors, dedicated staff and volunteers, members, visitors, partners from lower Manhattan and around New York City, and the many members of the 9/11 community. Their ongoing support sustains the solemn responsibility of remembrance in an organization 95% funded by private individuals.

With tremendous appreciation,

Elizabeth L. Hillman

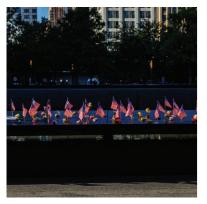
President & CEO

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# Commemorate







Each year, the 9/11 Memorial & Museum leads the nation, and the world, in marking the anniversary of the day that changed our world forever. At the center of our mission is the commemoration ceremony, when the families of victims gather on the Memorial plaza to read aloud the names of the 2,983 people killed in the September 11, 2001 attacks and February 26, 1993 bombing of the World Trade Center. Six moments of silence mark the times when each of the World Trade Center towers was struck, when each tower fell, and the times corresponding to the attack at the Pentagon and the crash of Flight 93 in Pennsylvania.

# The Ceremony

More than 7,100 family members attended the 23rd annual commemoration ceremony on Wednesday, September 11, 2024, as well as numerous dignitaries and elected officials. Over 13,300 viewers tuned in to the ceremony's live stream on our web site, and 237,000 on Facebook.



We also hosted a moment of tribute on the Memorial Glade to honor those who are sick or have died due to 9/11-related illness or injury and all rescue, recovery, and relief workers, and to recognize the spirit and resilience of the survivors and members of the downtown community. Emergency response agencies from across New York City, Manhattan Community Board 1 members, and other community groups who played a role in the response to 9/11 participated in the ceremony, along with representatives from the World Trade Center Health Program and Victim Compensation Fund.

# **Community Day**

On Tuesday, September 10, we hosted our annual Community Day — dedicated time for 9/11 and February 26, 1993 family members, family members of those who are sick or who have died from 9/11-related illnesses, rescue and recovery workers, active duty first responders, 9/11 survivors, active and retired military, and veterans, lower Manhattan residents and business owners, and active and retired flight crew members to experience the Museum in private together.



This year's community partners included Victim Compensation Fund (VCF), Crisis Response Canines, World Trade Center Health Program (WTC Health Program), First Responders Children's Foundation, Stars of HOPE, HEART 911, VOICES, and 9/11 Environmental Action.



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# **Benefit Dinner**





We hosted our annual benefit dinner before the 23rd anniversary commemoration, bringing together the organization's most ardent supporters and underscoring our commitment to ensure we never forget. Notable attendees included host Michael R. Bloomberg, Chairman, National September 11 Memorial & Museum; Master of Ceremonies Ted Danson, Emmy Award-winning actor, philanthropist, and environmentalist; and Kelli O'Hara, Tony Award winner and Emmy-nominated actress.



# We proudly recognized:

- Anne M. Finucane, Former Vice
   Chair, Bank of America: Philanthropic
   Leadership Distinction
- ABM Industries, presented to Scott Salmirs, Chief Executive Officer: Corporate Distinction
- Kevin M. Rampe, Head of North America Claims, Chubb: Visionary Distinction

# **Anniversary Digital Learning Experience**

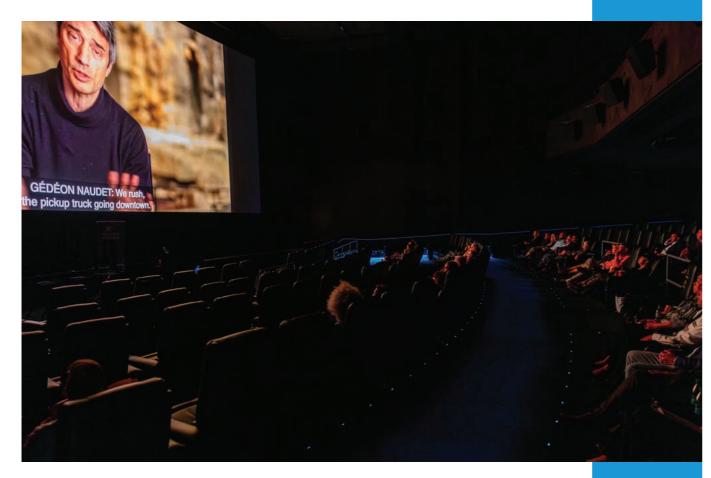


This year's Anniversary Digital Learning Experience reached more than 950,000 participants from all 50 states, six territories, and 38 countries. The program centered on a 30-minute film featuring eyewitness accounts and the personal stories of an FDNY first responder, documentary filmmakers, a New York Waterway Captain, and a 9/11 family member whose brother was killed in the attacks. In total, we were joined by more than 13,000 teachers, 60 libraries, and 100+ organizations.

The 2024 film is viewable here.

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# **Anniversary in the Theaters**



For the third consecutive year, we partnered with AMC Theatres to extend the reach of the Anniversary Digital Learning Experience beyond the classroom. Anniversary in the Theaters invited 9/11 community members, civic groups, and non-profit organizations to over 20 Digital Learning Experience film screenings at AMC Theatres nationwide.

# Remember the Sky

Our fourth annual Remember the Sky social media campaign invited people around the world to post a photo of their sky on 9/11 on social media with the hashtags #neverforget911 and #rememberthesky. This act of collective remembrance on 9/11 reached 6 million users and garnered 150,000 interactions across Instagram, TikTok, Facebook, and X.









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# The Never Forget Fund



To mark the 20th anniversary of 9/11 in 2021, we launched The Never Forget Fund to further our educational mission. In 2024, we raised \$3.2 million and to date, have reached 4.5 million students, teachers, and professionals. To learn more, visit neverforget.org.

# **Tribute in Light**

Tribute in Light, presented by Con Edison, once again shone from dusk on September 11 to dawn the next day. Each year, the public art installation is viewable within a 60-mile radius, its iconic twin beams of blue light honor those killed and symbolize the city's collective resilience. We are exceptionally grateful for support from I LOVE NEW YORK in this year's presentation of Tribute in Light, along with supporting funding from Assemblymember Charles Fall.



On the 23rd anniversary of 9/11, we once again partnered with New York City Tourism + Conventions and buildings throughout the city who lit up their facades and rooftops in sky blue as a gesture of collective remembrance. This year's participants included Con Edison, the Empire State Building, Bloomberg L.P., One World Trade Center, The Oculus, PAC NYC, 7 WTC, RXR Realty Buildings, Helmsley Building, Bank of America, New York City Hall, Lincoln Center for the Performing Arts, Rockefeller Center, SUMMIT, One Vanderbilt, Javits Center, Barclays Investment Bank, 425 Park Avenue, 75 Battery Place, North Esplanade Battery Park City, New-York Historical Society, New York Comedy Club, The Phoenix at Deno's Wonder Wheel Park in Coney Island, Niagara Falls, The Radio Hotel, Empire State Plaza, State Fairground — Main Gate & Expo Center, Albany International Airport Gateway, Lake Placid Olympic Center, MTA LIRR — East End Gateway at Penn Station, Moynihan Train Hall, Walkway Over the Hudson State Historic Park, The H. Carl McCall SUNY Building, State Education Building, Alfred E. Smith State Office Building, JFK Air Traffic Control Tower, LGA West Parking Garage Façade, Yonkers City Hall, Boston's 1 Lincoln Street, Prudential Tower, 100 Federal Street, 100 Causeway, Atlantic Wharf, 40 Water Street, and UMass Integrated Science Building, and bridges including the Governor Mario M. Cuomo Bridge, Kosciuszko Bridge, "Franklin D. Roosevelt" Mid-Hudson Bridge, Fairport Lift Bridge over the Erie Canal, Goethals Bridge, and the Bayonne Bridge.



# February 26, 1993

On February 26, we commemorated the 31st anniversary of the first attack on the World Trade Center in 1993 and honored the six victims killed and thousands injured. More than 250 individuals attended the ceremony, which featured an honor guard and moment of silence along with a reading of the victims' names.



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# May 30, 2002

In May, we welcomed various agencies and community groups that participated in the unprecedented nine-month rescue and recovery operation at Ground Zero. On the 22nd anniversary of May 30, 2002, when the city marked the formal conclusion of those operations, we gathered at the **Memorial Glade** to honor the courage and sacrifices of all 9/11 rescue, recovery, and relief workers. Tragically, tens of thousands of these individuals continue to suffer from related illnesses, along with survivors and residents of lower Manhattan. More individuals have now died due to 9/11-related illness than were killed by the attacks.



# **Educate**

# **For Students**

# **On-Site and Virtual Field Trips**

In addition to the Anniversary Digital Learning Experience, our Education experts led guided field trips for nearly 7,000 students, exploring artifacts and stories of 9/11. Another 4,600 students — including 3,000 from New York City the week of the 9/11 anniversary — participated in virtual, interactive tours designed to accommodate questions throughout the experience.

New York City school field trips were free in 2024 thanks to generous support including funds from the New York City Department of Cultural Affairs with the City Council and RBC.

# **Art Cart**

More than 600 guests visited the Art Cart this summer, taking part in hands-on activities and self-guided explorations that help children, families, and caregivers explore the themes of 9/11 in an age-appropriate way and better understand the meaning behind elements of the Memorial's design.

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# For Professionals

# Educator Professional Development

In 2024, 1,200 educators participated in our professional development programs, highlighting the different ways to integrate our collection and inquiry-based teaching strategies about 9/11 into the classroom. Generous support included funds from the RBC Foundation USA and the New York City Department of Cultural Affairs.

Most teaching certificate holders are required to complete 100 hours of Continuing Teacher and Leader Education (CTLE) every five years.

Because the New York State Education Department has approved us as a CTLE provider, educators can apply our professional development and training towards their CTLE requirements.



# **Summer Institute for Educators**

In its second consecutive year, our Summer Institute for Educators hosted 23 educators from 12 states and the UK for a week-long program with Museum staff and subject-matter experts. Participants explored the Museum's exhibitions and collections and learned strategies to discuss 9/11 with students effectively. The program included facilitated sessions led by experienced educators and creating personalized professional development plans for participants to share with their colleagues.





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# **Public Programs**



The 9/11 Memorial & Museum hosted a range of programs featuring thought leaders, experts, authors, artists, and performers in dynamic conversations about the history of 9/11 and its continued impact.

More than 1,600 participants learned about a breadth of topics, including the role of the Air Force on 9/11, the interplay of grief and comedy after tragedy, and the experiences of women firefighters in the FDNY. Notable speakers included Avril Haines, Director of National Intelligence, Philippe Petit, French highwire artist, and members of the inaugural class in the Jazz Studies program at the Juilliard School, who performed several pieces live to close out the season.

## Watch a 2024 public program highlight reel.

The 9/11 Memorial & Museum's programs are made possible, in part, by the New York State Council on the Arts with the support of the Office of the Governor and the New York State Legislature.

# **Professional Programs**

Additionally, the Museum held 75 professional programs reaching nearly 14,000 participants in person and online, welcoming law enforcement, the intelligence community, military, first responder agencies, government, academic, and private sector groups. These trainings speak directly to the history, identities, and missions of participating organizations, weaving in the most salient lessons of 9/11.

# **New: Leading Through Crisis**

In 2024, we launched Leading Through Crisis, presented by The Bisignano Family and Fiserv, a training program for corporate professionals. This program codifies key underpinnings of crisis response, including flexible teams, empathetic leadership, communication, and culture formation—traits exemplified on 9/11 that continue to resonate nearly 25 years after the attacks.

The new training provides access to exclusive, in-depth interviews with leaders like Michael R. Bloomberg, Frank Bisignano, Kenneth I. Chenault, Roger W. Ferguson, Jr., Robert Iger, Jeh Charles Johnson, Admiral William H. McRaven, USN (Ret.), and Caryn Seidman-Becker, among others.



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# **Inspire**

# The Visionary Network

Founded in 2020, the Visionary Network unites people between the ages of 21 and 45 through acts of advocacy, commemoration, and engagement to deepen the next generation's connection to the 9/11 Memorial & Museum and its mission. Visionaries play a vital role in sharing the legacy of 9/11, its repercussions, and its ongoing impact. This year, we welcomed 130 new Visionaries. Visionaries receive access to networking opportunities, exclusive content, and a range of storytelling and engagement opportunities.

# 2024 Visionary highlights:

- 300 dinners served at the Bowery Mission.
- New initiatives with partner organizations including Answer the Call, Tuesday's Children, and the Pat Tillman Foundation, strengthening our collective efforts in serving those who served and their communities.
- The launch of our Coffee & Conversations series, featuring insights and reflections from leaders including State Assemblymember Charles Fall and former FDNY Chief of Staff Elizabeth Cascio.





# The 12th Annual 5K Run/Walk

On Sunday, April 28, nearly 4,000 walkers and runners came together for the annual 9/11 Memorial & Museum 5K, presented by RXR. The route retraces the steps of rescue and recovery workers as they made their way to Ground Zero in the aftermath of 9/11. With each step, participants remember those killed and honor the heroic first responders and those who bravely helped our city recover and rebuild. In 2024, the 5K helped raise \$650,000.









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# **Legacy of Service**

On July 12, we hosted our second annual Legacy of Service event, shaped by the limitless compassion, unwavering sense of purpose, and incredible call to service that was inspired by 9/11. Legacy of Service brings together members of our Visionary Network, alongside corporate social impact professionals and mission-aligned organizations, to highlight acts of service and help motivate a new generation of leaders to commit to volunteer work.



This year's event featured a conversation panel with Caitlin Leavey, mental health therapist and Visionary Network co-founder; Lila Nordstrom, founder of **StuyHealth**; and Alex Zablocki, Executive Director of the Public Housing Community Fund and member of the Visionary Network Leadership Council. The panel was introduced by Charles Dunne, Chief Security Officer at The Guardian Life Insurance Company of America and a 9/11 responder.

# Those Called to Serve



# Fleet Week

A visit to the 9/11 Memorial & Museum is a time-honored tradition for the thousands of Marine, Navy, and Coast Guard uniform personnel who flock to New York each May for Fleet Week. This year, we hosted several meaningful gatherings including a joint reenlistment and promotion ceremony led by Admiral Daryl Caudle, Commander, U.S. Fleet Forces Command. Additionally, 250 Marines, Navy, and Coast Guard members took part in the 1.7-mile Freedom Run through the Financial District, culminating at the Memorial.

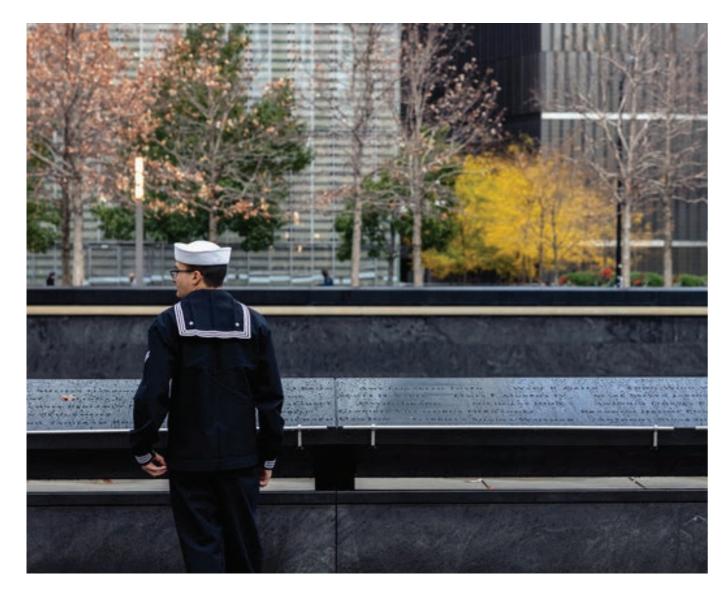


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# Salute to Service

Leading up to Veterans Day, our annual Salute to Service honored veterans, military members, and their families. We welcomed U.S. Army and Air Force personnel, the Lyons, NJ Department of Veterans Affairs, the NYPD Veterans Fraternity, CUNY Veterans Affairs, UCLA Operation Mend, Tuesday's Children, Black Veterans for Social Justice, Iraq and Afghanistan Veterans of America, NYC Department of Veterans Affairs, and the FDNY VFW.

The Visionary Network, along with CEO & President Beth Hillman, also hosted a special Coffee & Conversations with the Pat Tillman Foundation, exploring themes of service beyond self, leadership, and strengthening communities after military service.





Admiral Carl Lahti presided over a performance by the U.S. Navy Band Northeast Ceremonial Band, and Beth Hillman, our President & CEO, welcomed participants of the GORUCK/United War Veterans Council's Honor Ruck, including Grand Marshal and Medal of Honor Recipient Sgt. Dakota Meyer.

Members of the veteran and military community who couldn't be at the Museum in person received free virtual tours, and we launched a Salute to Service **feature gallery** in our online collection catalog, showcasing military-connected objects.

On Veterans Day, Beth Hillman, together with other Memorial staff, led the New York City Veterans Day Parade carrying a massive American flag. Volunteers from **Team Red, White & Blue** placed over 250 yellow roses on the Memorial at the names of 9/11 victims who served in the U.S. armed forces, honoring their sacrifice.

# The North Pool Refurbishment

For the first time since the 9/11 Memorial's dedication on September 11, 2011, the twin reflecting pools, a centerpiece of architect Michael Arad's design, underwent phase one of a refurbishment project to help restore and maintain their integrity and visual impact. The granite walls of the North Pool were cleaned and sealed, the pool floor was repainted to its original deep black, and the underwater lighting system was upgraded to enhance the cascading waterfalls.





# **Our Dedicated Volunteers**



Our volunteers play a crucial role in fulfilling our mission. We remain extremely grateful for the tireless and inspiring dedication of this group, 35% of which comes from the 9/11 community and 76 of whom celebrated a decade or more of service this year. Each year in April, we show our appreciation through a series of National Volunteer Week activities, culminating this year in a thank-you ceremony hosted by president and CEO Beth Hillman, with special guest speaker Logan Miller, a 9/11 family member and Visionary Network leader.

# Volunteer Spotlight: Ted Shear

Ted Shear has been a retail greeter volunteer at the 9/11 Memorial & Museum since 2023. A U.S. Army veteran and former Pan Am employee, Ted enjoys connecting with visitors from around the world and finds fulfillment in assisting guests, many of whom have long dreamed of visiting this site. His commitment and compassion embody the spirit of service that defined our collective response to 9/11.

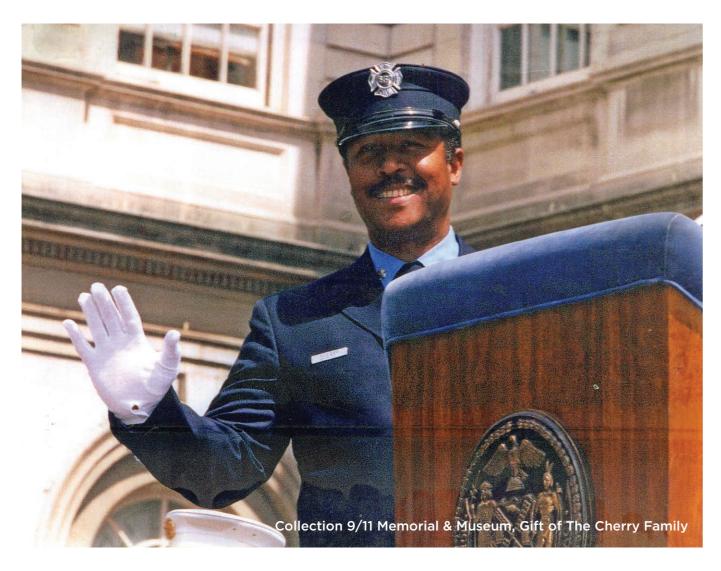


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# **Reaching New Audiences**

# This History is My History

The 9/11 Memorial & Museum hosted the inaugural screening of "This History is My History" on February 2, in celebration of Black History Month. This 12-minute film highlights the experiences of Black victims, first responders, survivors, and others affected by the September 11, 2001 attacks, emphasizing the diverse impact of that day on individuals from all backgrounds.



# **New York First Mondays**

We marked the 10th anniversary of the Museum's dedication by launching New York First Mondays, a special opportunity for New Yorkers to visit the Museum free of charge on the first Monday of every month, to connect with one another and the spirit of community that enveloped our city after 9/11. Kicking off this initiative was a letter published by our Visionary Network Leadership Council, capturing the essence of the program and inviting New Yorkers to participate.

"The 9/11 Memorial Museum, located in the footprints of the Twin Towers, tells not only the stories of those killed, but also of the resilience, purpose, and even hope that began to emerge the day after, on 9/12. The story is one of unity. The Museum affirms who we are as New Yorkers, and as Americans."

Over 2,200 New Yorkers visited, making it a successful initiative that was expanded for the coming year.



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# **Summit on Security**

"The big thing that's on top of mind for me every day is what have I missed? What have I not thought about? That I don't have mitigation measures in place or prevision measures in place." Cathy L. Lanier, Chief Security Officer, National Football League

The seventh annual Summit on Security, presented by Fiserv with Bloomberg as media sponsor, took place on Tuesday, November 12, 2024, bringing together some of the world's leading voices on security matters and nearly 500 attendees. With virtual access to on-demand content, alongside a Sponsor's Evening at the Museum, this year's program touched on the power of artificial intelligence as a tool in cybersecurity and national defense among a range of other topics.

# Watch highlights here.









# **Honors & Awards**

# **Tripadvisor Traveler's Choice Awards**

We were again among Tripadvisor's Best of the Best, an honor awarded to destinations ranked among the top 1 percent of Tripadvisor listings.

# 2024 North America Arival Tour Review Spotlight Award

Recognizing exceptional guest satisfaction, this award is based on unbiased analysis of reviews from major travel websites. We surpassed finalists including Chichen Itza, the Empire State Building, and the Statue of Liberty, receiving this honor for the second year in a row.

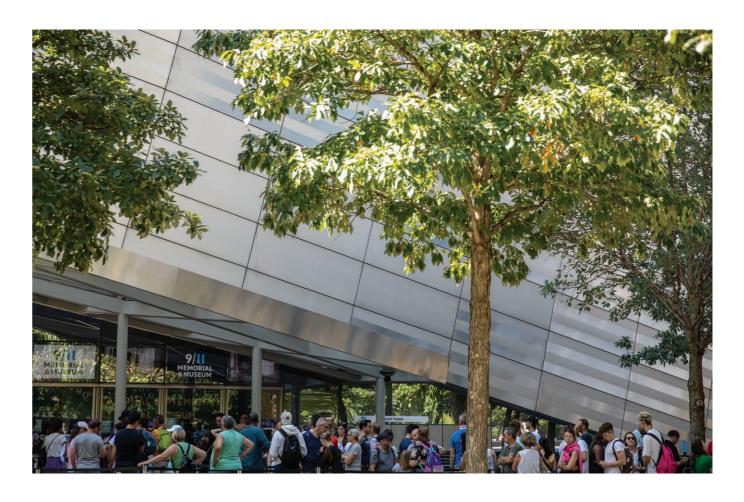


The National 9/11 Memorial & Museum



Reviews from millions of Tripadvisor travelers





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# **Sharing and Preserving Their Stories**

# Dust: Illness and Advocacy After 9/11

Ahead of the 22nd anniversary of the May 30, 2002 close of rescue and recovery operations at Ground Zero, we opened the new installation, *Dust: Illness and Advocacy After 9/11*, highlighting the journey of tens of thousands of survivors, emergency responders, rescue and recovery workers, and residents exposed to toxic substances at Ground Zero. Through personal stories and medical insights, the installation shares the health repercussions many have faced that have now led to thousands of deaths. Central to this narrative is the hard-fought grassroots advocacy of the 9/11 community, which successfully lobbied for congressional support, providing ongoing medical and financial assistance through 2092. The installation emphasizes the diversity of those affected by 9/11, the importance of understanding long-term environmental impacts, and the complexities of recovery.



# Faces of Ground Zero: Photographs by Joe McNally



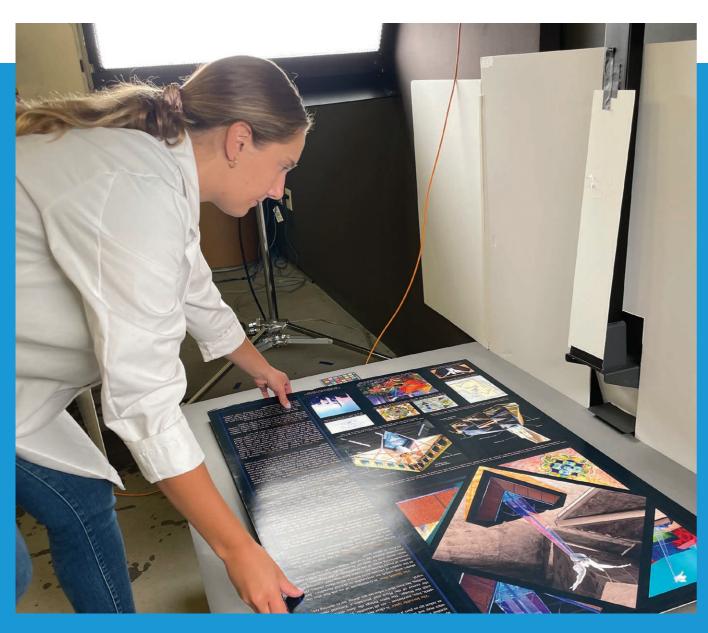


November marked the opening of *Faces of Ground Zero: Photographs by Joe McNally* in the Museum's North Tower Excavation. In the weeks following the 9/11 terrorist attacks, New York-based photographer Joe McNally captured people who reported to Ground Zero in the immediate aftermath of the attacks to aid in rescue, recovery, and relief efforts. A selection of 18 portraits from the entire collection of 246 images that also include survivors, bereaved family members, government officials, and others, are shown approximately at life-size, communicating the devotion and heroism of responders from a large cast of government agencies, trade unions, volunteer groups, and other organizations who risked their physical safety and health to help New York City heal and rebuild.

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# Shelby White & Leon Levy Digital Archives Initiative

We completed a core deliverable of the multi-year grant from the Leon Levy Foundation: the comprehensive digitization and cataloging of the Museum's collection of over 5,100 World Trade Center Site Memorial Competition design entries. Eventually, these new records will be added to Inside the Collection, the Museum's searchable online catalog. The grant also supports the implementation of a digital asset management system and the recording of 15 new oral histories with founding trustees of the Lower Manhattan Development Corporation and the 9/11 Memorial & Museum, which are in progress.



# **Collection Acquisitions**

In 2024, we acquired over 5,500 new items (highlights included below), expanding our total collection to more than 81,000 artifacts that document the fate of victims, survivors, and responders.

# **Recovered Pentagon Locator Map**

Transfer from the Smithsonian's National Museum of American History

Salvaged from the Pentagon through the Smithsonian's National Museum of American History (NMAH), the map was installed in the redesigned Pentagon alcove of the Museum's historical exhibition after conservation stabilization. It is one of two framed wall maps rescued from the area affected by hijacked Flight 77, found on the first floor of the Pentagon's A ring, close to where the aircraft breached the building. The map's design reflects the Pentagon's five-sided layout, offering a clear view of its corridors, stairways, and rooms. Its survival is remarkable given the nearby fires and wreckage.



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# **Hector Soto's Motorman Jacket and Keys**

Gift of Hector Soto, Jr.





The Transport Workers Union (TWU) Local 100, representing thousands of Metropolitan Transit Authority (MTA) employees, was instrumental in the 9/11 rescue and recovery efforts, with over 3,000 members sent to Ground Zero. Among them was MTA Train Operator Hector Soto, who had 28 years of experience. During his hazardous 12-hour shifts, Soto operated diesel locomotives through the contaminated tunnels around Ground Zero, helping to clear debris and restore subway service. Soto donated his customized jacket, a brake handle, and keys used during those critical days to the Museum.

# "Oregon Loves New York" Flight for Freedom Collection

Gift of Jack McGowan, on Behalf of All Oregonians

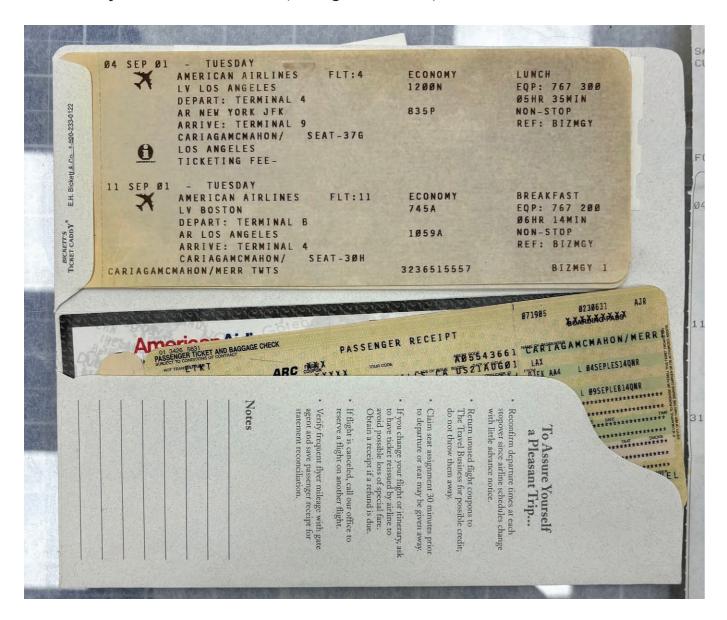
Jack McGowan, a New Yorker who relocated to Portland, OR in 1970, spearheaded the "Flight for Freedom" campaign after the 9/11 attacks. In October 2001, over 1,000 Oregonians flew to New York City to provide moral and economic support. Wearing t-shirts and pins that read "Oregon Loves New York," adorned with two soaring Douglas fir trees, they showed their solidarity and empathy. Participants visited local firehouses, attended memorials, raised funds for struggling Chinatown businesses, and marched in the Columbus Day Parade.





# American Airlines Flight 11 Boarding Pass and Travel Itinerary

Donated by Merrick L. Siebnaler (Cariaga-McMahon)



Issued to Merrick Siebenaler in anticipation of a 2001 business trip from Los Angeles to New York and Boston, this American Airlines Flight 11 boarding pass from September 11, 2001, served for many years as a haunting reminder of his close call with fate that day. After attending the MTV Video Music Awards in New York City, he planned to visit friends in Boston and then return home via Logan Airport on the morning of September 11. Due to poor weather conditions that Monday evening, he canceled his Boston trip, which would have placed him on Tuesday's outbound Flight 11 that crashed into the North Tower of the World Trade Center.

# Thank You

We are deeply grateful for the support of our visitors, members, and donors, which enables us to uphold our promise never to forget.

# **2024 DONORS**

# \$1 MILLION +

The Gary Sinise Foundation U.S. Department of the Interior/National Park Service Wilf Family Foundations

\$500,000 **-** \$999,999

Bank of America Carnegie Corporation of New York The Carson Family Charitable Trust New York State Governor Kathy Hochul in Partnership with Empire State Development United States Department of Energy

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