



Waddell & Reed Financial, Inc's Salem Office and the Willamette Heritage Center *at The Mill* welcomes

Honoring our History
National Tour of Traveling World War I Gallery
Wednesday, October 19, 2011
9:00 A.M. to 5:00 P.M.

For Immediate Release

**National Tour of Traveling World War I Gallery,
Marking Waddell & Reed, Ivy Funds Mark's 75th Anniversary**

- **Where:** Willamette Heritage Center *at The Mill*, 1313 Mill Street, SE Salem OR 503-585-7012
- **When:** 9:00 A.M. to 5:00 PM Wednesday, October 19, 2011
- **Cost:** Free, but donations are encouraged. Admission to Willamette Heritage Center *at The Mill* will also be free on that day.

Custom "big rig" traveling museum – developed in partnership with National World War I Museum – celebrates 75 years; stops in 75 cities to raise awareness, funds for museums

OVERLAND PARK, KS, July 15, 2011. Waddell & Reed and Ivy Funds have created an ambitious and unconventional acknowledgement of the firm's 75th anniversary: in partnership with the National World War I Museum, a custom 18-wheel "big rig" truck has been transformed into a traveling gallery that will visit 75 communities across the country, stopping at a variety of local museums and cultural institutions to raise funds and awareness.

Dubbed the "Honoring Our History" tour, the unique traveling museum offers a free, interactive and educational experience designed in concert with the National World War I Museum – the first and only American museum solely dedicated to preserving the artifacts, history and personal experiences of a war that brought dramatic impact and still echoes today. Funds raised at its Salem visit will be divided equally between the Willamette Heritage Center and the National World War I Museum, based in Kansas City, Mo.

The traveling gallery features a variety of artifacts, videos, an authentic walk-through trench that simulates the war environment, audio tracks, headlines and historical descriptions. It allows visitors the chance to experience the tight conditions of trench warfare, see the relatively primitive tools, weapons, equipment and uniforms, amid sounds and sights of war 100 years ago. Every visitor has the opportunity to make a financial donation to support the non-profit museum, through electronic forms via four iPads on board, or cash donations.

Honoring Waddell & Reed founders, WWI veterans

In July, the gallery started its trek across the country. The national tour honors Waddell & Reed founders and WWI veterans, Chauncey Waddell and Cameron Reed. The two veterans formed a partnership in 1937 to create one of the longest-standing mutual fund and financial planning complexes in the country.

"This is a distinctive way for us to honor our founders, their involvement in World War I and their belief in community," said Thomas W. Butch, president of Waddell & Reed, Inc. and Ivy Funds Distributor, Inc. and who also serves as a board member of the National World War I Museum. "By taking this museum to communities across the country, we are pleased to be able to help raise needed funds and awareness, both for this museum and for a range of significant community and cultural institutions throughout the U.S."

Connecting community, cultural history and contributions

In times when state and municipal budgets are tight, Waddell & Reed and Ivy Funds recognized the need to support museums and cultural institutions across the country. The tour's mission is to raise awareness and funding for national treasures. The traveling WWI gallery will stop at museums of all classifications— including those focused on art, history, local culture, education and sports — in communities across the country, as well as schools, raising awareness and funds for the National World War I Museum, local museums and cultural institutions. In Salem, it is stopping at the Willamette Heritage Center *at The Mill*.

"Since our founding 75 years ago, Waddell & Reed has grown up with the large and small communities where we've built our offices," said Henry J. Herrmann, chairman and CEO of Waddell & Reed Financial, Inc. (NYSE: WDR) "This tour is a direct way to acknowledge that history while supporting the ongoing development of the diverse cultural history that defines the nation."

By traveling to 75 cities in nearly every state, executives said they hope to raise \$500,000 over the course of the year. "This is such a simple, yet dramatic, way to share our World War I collection with the rest of the country, and is especially important as the centennial of World War I approaches in 2014," said Brian Alexander, president and CEO of the National World War I Museum at Liberty Memorial. "Support is vital to sustaining our museum in the manner that its history deserves. We're pleased to partner with Waddell & Reed in this endeavor, and look forward to sharing our artifacts and stories with audiences around the nation."

"We are honored to be asked to help host this exciting exhibition," said Peter Booth, Executive Director of the Willamette Heritage Center *at The Mill*. "Waddell & Reed is bringing a treasure of interesting artifacts to our community, presented in some very exiting formats. This exhibit is also giving us a chance to honor the 44,000 enlisted from Oregon who served in World War I: 1,768 who served on the front line. This included 150 men of Company M, 3rd Oregon Regiment from Marion County, who were nearly all graduates of Salem High School. Of those who fought in the trenches, 20 percent were killed. This ranks World War I as one of the costliest wars in American history. The story of Company M is a story of Salem as a community in an especially difficult time in our nation's history."

History of success

Waddell & Reed is not new to national tours. In 2007, to mark its 70th anniversary, the company partnered with the USO to generate community donations for 16,100 USO Care Packages sent to U.S. troops serving overseas. A customized rig visited more than 70 cities that year to raise awareness and help citizens donate the packages, which had a monetary equivalent of more than \$400,000.

After visiting Salem, the *Honoring Our History* traveling gallery will continue touring the country through May 2012, when it will return to Kansas City for Waddell & Reed's 75th anniversary celebration with employees and clients.

For more information on the tour and how to support the National World War I Museum, visit www.honoringourhistory.com.

About the National World War I Museum at Liberty Memorial

The National World War I Museum at Liberty Memorial is the only American museum solely dedicated to preserving the objects, history and personal experiences of a war whose impact still echoes today. Designated by Congress as the United States' official World War I Museum and located in downtown Kansas City, Missouri, the museum inspires thought, dialogue and learning to make the experiences of the Great War era meaningful and relevant for present and future generations. By combining interactive technology with one of the greatest collections of World War I artifacts anywhere in the world, the museum tells the story of the Great War through the eyes of those who lived it. Visit www.theworldwar.org for details.

About Waddell & Reed and Ivy Funds

The Waddell & Reed Advisors Funds are offered through Waddell & Reed advisors, the company's network of personal financial planners with offices around the country. Ivy Funds are offered through the company's wholesale channel, which includes national and regional broker/dealers, registered investment advisors and retirement platforms.

Through its subsidiaries, Waddell & Reed Financial, Inc. provides investment management and financial planning services to clients throughout the United States. Waddell & Reed Investment Management Company serves as investment advisor to the Waddell & Reed Advisors Group of Mutual Funds, Ivy Funds Variable Insurance Portfolios, Inc., and Waddell & Reed InvestEd Portfolios, Inc., while Ivy Investment Management Company serves as investment advisor to the Ivy Funds. Waddell & Reed, Inc. (created in 1937) serves as principal underwriter and distributor to the Waddell & Reed Advisors Group of Mutual Funds, Ivy Funds Variable Insurance Portfolios, Inc. and Waddell & Reed InvestEd Portfolios, Inc., while Ivy Funds Distributor, Inc. serves as principal underwriter and distributor to the Ivy Funds.

Investors should consider the investment objectives, risks, charges and expenses of a fund carefully before investing. For a prospectus, or if available, a summary prospectus, containing this and other information for any of the Waddell & Reed Advisors or Ivy Funds, call your financial advisor or visit www.waddell.com or www.ivyfunds.com. Please read the prospectus or summary prospectus carefully before investing. Investment return and principal value will fluctuate, and it is possible to lose money by investing.

For more information about Waddell & Reed visit www.waddell.com.

About Willamette Heritage Center at The Mill

The Willamette Heritage Center at The Mill, a unification between Mission Mill Museum and Marion County Historical Society, is a stroll through the history of the Willamette Valley. Its 5-acre campus is home to the 1841 Jason Lee house (arguably the oldest wooden framed house in Oregon), 1841 Willamette Mission Parsonage, 1847 John Boon home, 1858 Pleasant Grove Church and the 1896 Thomas Kay Woolen Mill, named an *American Treasure* by the National Park Service. Since its founding in 1964 as a private non-profit association, Mission Mill For more information about WHC call 503-585-7012 or visit www.missionmill.org.

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