



White House Historical Association  
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## PRESS RELEASE

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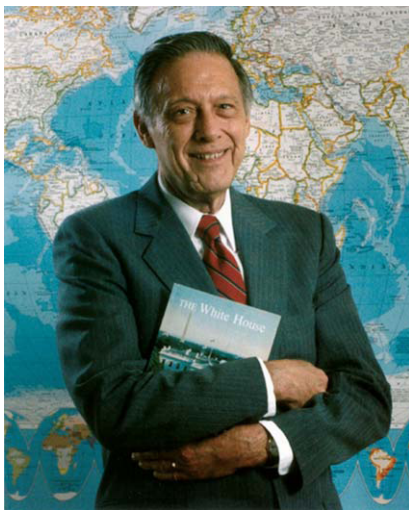
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### The James Hoban Achievement Award

The White House Historical Association created the James Hoban Achievement Award in 2008 to honor an individual who has made a lifetime contribution to enhance the understanding, appreciation and enjoyment of the White House. Named for and inspired by the Irish-American architect and builder of the President's House, this award recognizes lasting and outstanding service to the history and preservation of the White House.

## Robert L. Breeden Recipient of the 2008 James Hoban Achievement Award



Robert Breeden served on the Board of Directors of the White House Historical Association for 24 years, from 1977 to 2001. For the last 11 of these years, he was its chairman and chief executive officer. His involvement in the association, however, spans the organization's entire life from the founding in 1961.

He was the right man at the right place when the association asked Dr. Melville B. Grosvenor, President of the National Geographic Society to produce the first White House guidebook. Mr. Breeden, a member of the staff of National Geographic, was given the job of directing a complex project on a very tight deadline. Six months later, on July 4, 1962, the book went on sale at the White House with proceeds benefiting the restoration project of First Lady Jacqueline Kennedy. The White House: An Historic Guide is now in its 22nd edition and more than 4 million copies have been sold. He initiated the association's publication of *The Presidents*, *The First Ladies*, and *The Living White House*, creating a body of popular works about the White House that have been read and enjoyed by millions of Americans.

Robert Breeden brought integrity and commitment to excellence to the association's projects reflecting positively on the institution of the presidency and the White House. For this, the White House Historical Association will always be indebted to his service.