

Media Kit

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About the Heart of the Civil War Heritage Area

The Heart of the Civil War Heritage Area (HCWHA) is an area rich in history, covering portions of Carroll, Frederick and Washington Counties. Located below the Mason-Dixon Line and above the Potomac River, this region had one foot in the north and one foot in the south during the American Civil War. Stories of the war—its causes, battles, heroes and villains, and its very meaning—can be told nowhere better than in this part of Maryland.



The HCWHA is ideally positioned to serve as “base camp” for driving the popular Civil War Trails and visiting the battlefields and sites of Antietam, Gettysburg, Monocacy, South Mountain, Harpers Ferry, Baltimore and Washington, D.C.

The mission of the Heart of the Civil War Heritage Area is to promote the stewardship of our historic, cultural, and natural Civil War resources, encourages superior visitor experiences, and stimulates tourism, economic prosperity, and educational development, thereby improving the quality of life in our community for the benefit of both residents and visitors.

HCWHA became certified as part of the Maryland Heritage Areas Program in July 2006. It is an independent nonprofit organization guided by a Board of Directors and an Advisory Council comprised of representatives of local government units, state and national parks, private organizations and businesses, and individuals from all three counties in the Heritage Area. The staff of the Heritage Area includes Executive Director Elizabeth Scott Shatto and Assistant Director Auni Gelles.

About this Media Kit



The Memorial Illumination at Antietam National Battlefield continues on the grounds of the Newcomer House.

Travelers to Maryland's Heart of the Civil War Heritage Area are invited to begin a new winter tradition by participating in a host of unique, family-friendly programs at historic sites of national significance during the first weekend in December. Visitors can see more than 23,000 candles burning in memory of those lost at Antietam, touch buildings that witnessed the Civil War along a parade route, hear the sounds of a traditional Yuletide celebration in an ironworker's village, smell Civil War cooking techniques at a living history encampment, and taste 19th century treats during a candy-making workshop. To experience all that the Heart of the Civil War has to offer, visitors can take advantage of a special hotel package and extend their stay overnight.

This media kit offers story suggestions and media resources related to the range of heritage tourism opportunities taking place in early December 2016. We encourage you to refer to our website, heartofthecivilwar.org, as well as the sites of our partners at [Carroll County Tourism](#), [Visit Hagerstown & Washington County](#) and the [Tourism Council of Frederick County](#) for additional information.

Winter Lights & Lore: Selected Events

Memorial Illumination

December 3, 2016 from 6:00 PM to midnight – Antietam National Battlefield, Sharpsburg, MD

<https://www.nps.gov/anti/planyourvisit/luminary.htm>

The battlefield, in cooperation with the American Business Women's Association and the Visit Hagerstown & Washington County, will host the annual Memorial Illumination in honor of those soldiers who fell during the Battle of Antietam. The five-mile driving tour through the park begins off Maryland Route 34. Vehicles are to use parking lights only, to the extent technology permits this, and continue through the event without stopping. Visitors are prohibited from walking the tour route. Event brochures will be distributed at the event entrance and contributions will also be accepted. If the event needs to be rescheduled due to weather, the following Saturday, December 10 is the make up date.



NPS Photo

Newcomer House Illumination

December 3, 2016 at 2:00 PM – Newcomer House, Keedysville, MD

<http://www.heartofthecivilwar.org/events/view/305>

Held in conjunction with the annual Antietam Memorial Illumination, the public is invited to dedicate individual luminary bags as memorials to those who have served their country in the military, or any special loved one. These individualized luminaries will be displayed in the yard of the historic Newcomer House beginning at approximately 2:00 PM. Before that date, luminaries are available for dedication at the Newcomer House, the Mason-Dixon, Downtown Hagerstown and I-70 East and West Visitors Centers. For more information contact Rachel Nichols at 240-308-1740 or rbknichols@gmail.com.

Captain Flagg's US Quartermaster City, 1864: Prospects of Peace

December 3 and 4, 2016 from 11:00 AM to 4:00 PM – Harpers Ferry National Historical Park, WV

[https://www.nps.gov/hafe/planyourvisit/event-](https://www.nps.gov/hafe/planyourvisit/event-details.htm?event=F8184ABE-1DD8-B71B-0B8BDE471B3A6FD0)

[details.htm?event=F8184ABE-1DD8-B71B-0B8BDE471B3A6FD0](https://www.nps.gov/hafe/planyourvisit/event-details.htm?event=F8184ABE-1DD8-B71B-0B8BDE471B3A6FD0)

Join a unique window into the magnitude and scope of Captain Flagg's 1864 US Quartermaster city. Everything that General Philip



NPS Photo

Sheridan's Army would need to fight in the Shenandoah Valley was stored and moved out of the town's former US Armory site. It is through this 1864 Yuletide event that the park continues to reflect on what the Civil War will determine; the Union of the States, and eventual freedom of 4 million enslaved people. Harpers Ferry will depict a Union garrisoned town during the Christmas season of 1864. The town is under federal occupation, and the American flag that flies over this national park flew here 152 years ago.

Civil War Christmas in Shepherdstown

December 2 through 4 – Historic Shepherdstown, West Virginia



<http://shepherdstown.info/events/christmas-in-shepherdstown/>
Enjoy family-friendly holiday activities in this historic town just across the Potomac River from Sharpsburg. Sponsored by the [George Tyler Moore Center for the Study of the Civil War](#) at Shepherd University and the [Shepherdstown Visitors Center](#), the weekend of events includes scholarly lectures, children's crafts, a popular annual parade, and programs at Ferry Hill Plantation along the C&O Canal National Historical Park. In the wake of the Battle of Antietam, the town became one vast Confederate hospital, with public and private buildings in town serving as military infirmaries for the wounded. On September 20, 1862, the

last significant battle of the Maryland Campaign occurred at Boteler's Ford, about a mile down the Potomac River from Shepherdstown. Elmwood Cemetery, on the outskirts of town, has a Confederate section; most of those buried there were casualties of the 1862 Maryland Campaign. Henry Kyd Douglas, a staff officer of Stonewall Jackson's, is among them.

Battle of Shepherdstown Illumination

December 3 starting at 12:00 PM – Ferry Hill Plantation, Sharpsburg, MD

<https://www.nps.gov/choh/planyourvisit/calendar.htm>

Enjoy live music, period holiday decorations, and a campfire program at Ferry Hill, the early 19th century house overlooking the Potomac River that today serves as a Visitor Center for the Chesapeake and Ohio Canal National Historical Park. In the evening, luminaria will commemorate the casualties of the Battle of Shepherdstown—part of the Maryland Campaign of 1862. Learn about Henry Kyd Douglas, the Confederate lieutenant who lived here with his family.



Civil War Encampment

December 3 starting at 9:00 AM – Carroll County Farm Museum, Westminster, MD
<http://www.heartofthecivilwar.org/events/view/238>

Mark the start of the holiday season with the return of the Museum's popular Holiday Encampment. Reenactors camp on the Museum grounds and show how troops celebrated the holidays during the Civil War including a pay muster, mail call, infantry drill and skirmish. Children can make ornaments onsite and help decorate the camp Christmas tree. Be sure to visit our artisans and take a tour of the decorated Farmhouse. Stop in the Sugar Plum Shoppe for light refreshments. Cost: \$2/person.



Traditional Village Christmas

December 3 from 10:00 AM to 4:00 PM – Village of Catoclin Furnace, Thurmont, MD
<http://visitfrederick.org/calendar/view/6958>



Join the [Catoclin Furnace Historical Society](#) for a unique holiday program in this northern Frederick County community that was home to a major iron production center from the mid-18th century until the early 20th century. Visitors are invited to decorate a fresh wreath with bows, balls, bells, pine cones, holly, icicles and ornaments! Select unique handmade gifts. Enjoy food, hot mulled wine, apple cider, taffy pulling, and heirloom-recipe baked goods. Holiday activities for children! Experience Kris Kringling, a costumed holiday tradition of dancing, singing and eating while visiting village homes.

While Visions of Sugar Plums Danced in Their Heads

December 3 and 4, 2016 at 11:00 AM and 2:00 PM – Harpers Ferry National Historical Park, WV
<https://www.nps.gov/hafe/planyourvisit/event-details.htm?event=F919FA20-1DD8-B71B-0B8DC210400A210D>

Learn the art and mystery of the confectioner's Yuletide trade of making treats and explore the world of sugar work and making of clear toy candy in this Victorian candy-making workshop with instructor Carol Anderson. Pre-registration (by Nov. 26) and payment of \$25 is required.

Story Ideas

Young stewards illuminate the battlefield



A multi-generational group of volunteers, including members of Girl Scout troop #40726 from Inwood, West Virginia and the Temple Youth of B'nai Abraham from Hagerstown, set up the Newcomer Illumination in 2015.

The illumination on the grounds of the Newcomer House, which began in 2015, is a joint effort made possible only through a unique collaboration between individuals and organizations. Visitors are invited to participate in dedicating their own luminary at visitor centers throughout the region in the months leading up to the ceremony. Members of Girl Scout troop #40726 from Inwood, West Virginia, will arrange, light, and maintain these luminaries on the afternoon of Saturday, December 3. These young stewards will learn about the Battle of Antietam and its continued significance through their service.

Programs extend across the Potomac River

The Potomac River—which during the Civil War served as a natural barrier between the border state of Maryland and the capital of the Confederacy in Virginia—is the nexus of many exciting programs during the “Winter Lights & Lore” weekend. Visitors to Harpers Ferry National Historical Park are invited to explore the Lower Town in West Virginia as well as portions of the park in Maryland, such as the stunning view from the Maryland Heights trail and the bike-friendly towpath along the Chesapeake & Ohio Canal. Just ten miles upstream from Harpers Ferry, the quaint village of Shepherdstown will host a weekend of family-friendly holiday festivities—including kids’ activities at Ferry Hill Plantation in Sharpsburg, perched atop a hill in Sharpsburg overlooking the Potomac River.

New Tourism Products

Heart of the Civil War GeoTrail

heartofthecivilwar.org/geo-trail

The Heart of the Civil War Heritage Area launched a new GeoTrail on October 1st, 2016 with 16 geocaches within Maryland's Carroll, Frederick, and Washington Counties. Geocaching is a real-world, outdoor treasure hunting game using GPS-enabled devices. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache (container) hidden at that location. Learn more at geocaching.com.



The goal of the project is to inspire geocache enthusiasts of all ages to learn about Civil War history and experience the power of historic places, as well as to invite economic development by encouraging participants to eat, drink, and shop along the trail. Our partners at the Maryland Geocaching Society oversaw the installation of the geocaches. The trail has no set end date.

A trackable geocoin will be awarded to the first 200 geocachers (while supplies last) who find the locations of at least 13 HCWHA caches. To be eligible for the coin, geocachers must record the code word from at least 13 HCWHA geocaches and validate their passports in person at one of four locations: [Newcomer House](#) at Antietam National Battlefield, [Carroll County Visitor Center](#), [Frederick Visitor Center](#), and [Hagerstown-Washington County Visitor Welcome Center](#). Participants who find the 13 caches after the geocoins have been distributed will receive another small giveaway. One prize will be awarded per geocaching.com account.

Discounts are available to geocachers at three Heritage Area hotels:

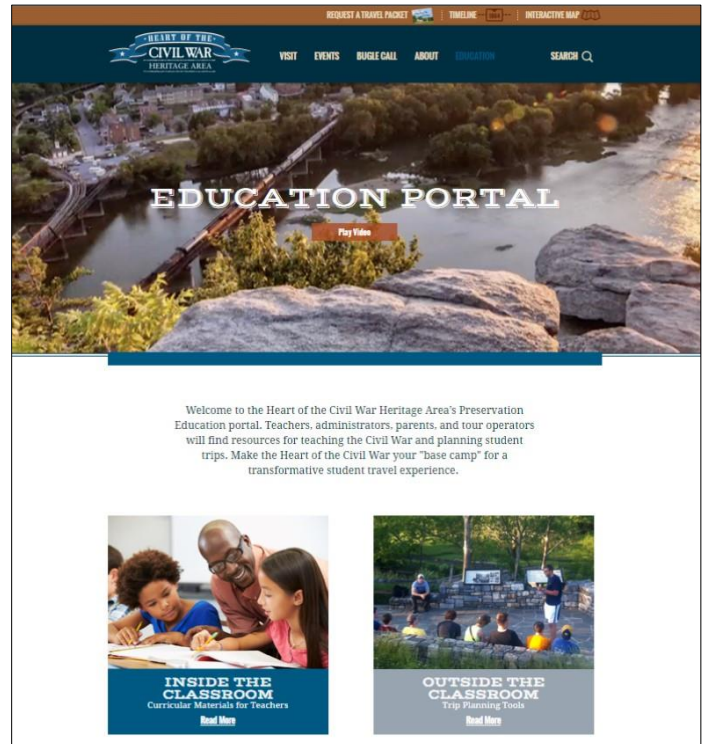
- [Fairfield Inn & Suites Frederick](#)
- [SpringHill Suites Hagerstown](#)
- [Best Western Historic Frederick](#)

The trail was created by the Heart of the Civil War Heritage Area with support of the Rural Maryland Council MAERDAF grant. Thanks to the Maryland Geocaching Society and Visit Hagerstown & Washington County for their support in developing this trail.

Preservation Education Initiative

heartofthecivilwar.org/education

The Heart of the Civil War Heritage Area's new Preservation Education Initiative is a dynamic online education portal that provides high-quality classroom activities, linked to national standards, as a foundation for teaching about the Civil War. The portal also serves as a trip planning resource to enhance student group travel to the Heritage Area. Ultimately, the goal of this K-12 initiative is to increase student engagement with Heritage Area battlefields, museums and historic sites, and to ensure that a core history audience will continue for generations to come.



The curricular materials build upon three existing resources: the Emmy-award winning documentary [Maryland's Heart of the Civil War](#), its [companion flipbook](#), and the [Crossroads of War website](#). The lesson plans offer extension visits to [Heritage Area attractions](#) including National Museum of Civil War Medicine, Union Mills Homestead Foundation, South Mountain State Battlefield, Harpers Ferry National Historical Park, Antietam National Battlefield, Monocacy National Battlefield, and C&O Canal National Historical Park.

The lesson plans are designed to be as flexible as possible and serve both teachers local to the Heritage Area (Maryland's Carroll, Frederick and Washington Counties) as well as those across the country. Middle school social studies teachers may find these most applicable, but teachers of other grades and subjects can apply some of the content in their classrooms as well. Trip planning resources, such as [sample itineraries](#), serve professional tour operators as well as teachers, parents and administrators looking to plan field trips or overnight visits to the area. Teachers and tour operators alike are invited to participate in an [online discussion forum](#), where they can communicate peer-to-peer.

Heritage Tourism & Economic Development

[“Blue, Gray and Green”](#)—a 2013 study by the [Civil War Trust](#), an independent, nonprofit battlefield preservation organization—demonstrated the significant economic impact of heritage tourism. Among the report’s findings were the following:

- Civil War battlefields, particularly when they host anniversary events, draw tourists, whose spending supports nearby jobs and contributes tax revenue to state and local coffers.
- Battlefields are community benefits, boosting property values and creating educational and recreational opportunities for residents of all ages.
- A battlefield community that links its historic sites to other battlefields as part of a state or regional driving tour is likely to attract more visitors than one that does not.
- A battlefield is a powerful magnet for the best tourists in the marketplace. Civil War tourists use local transportation, spend money on admissions, lodging, food and beverages during their visit. On average, they spend \$50 per person per day.
- During the 150th anniversary of the Maryland Campaign, in 2012, the Heart of the Civil War Heritage Area supported at least 770 jobs.

Tourism’s impact in the Heritage Area

- The Emmy-award winning documentary *Maryland’s Heart of the Civil War*, which features a 15-minute travelogue on heritage tourism opportunities in the Heritage Area, has aired on over 100 significant markets through the public broadcasting network.
- Monocacy National Battlefield hosted “The Return of Special Orders 191” from August 1 – October 31, 2012. The battlefield had a 50% increase in attendance for this period as compared to the same time-frame the previous year.
- The Washington County Museum of Fine Arts had a special exhibit of art and artifacts entitled “Valley of the Shadow” to commemorate the 150 anniversaries of the Battle of Antietam and the Battle of Gettysburg, from June 16, 2012, to July 28, 2013. The total visitation for the exhibit was 49,455. It drew visitors from 46 states and 25 foreign countries.
- A long-term exhibit at the National Shrine of Elizabeth Ann Seton, exploring the stories of the Daughters of Charity as nurses to soldiers from both armies, “Charity Afire,” had 40,000 visitors in 2012. The Shrine hosted a Civil War social media meetup in conjunction with HCWhA in November 2014, which had a reach of 71,870 impressions on Twitter.
- “The Civil War Comes to Frederick,” an exhibit of six 8x8” panels with historical images and interpretation was used for special events including Frederick’s annual “In The Street Festival.” It was viewed by 50,000 event-goers.

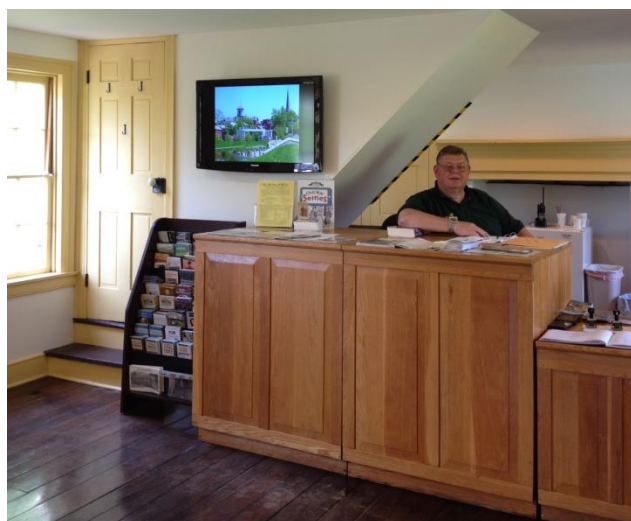
About the Newcomer House

The historic Newcomer House at Antietam National Battlefield is the site of the Heart of the Civil War Heritage Area Exhibit and Visitor Center, made possible by a cooperative agreement between the National Park Service and Visit Hagerstown & Washington County. The house was built in the 1780s as part of a prosperous mill complex and is one of the few original homes on the battlefield that is open to the public.

During its open season (weekends in April, May, October and November; daily June through September), the house is staffed by knowledgeable National Park Service volunteers and offers resources to help plan your visit to the area.

Printed guides and brochures provide information about Washington, Frederick, and Carroll counties.

Three exhibit rooms explore the major themes of the heritage area: In the Heat of Battle, On the Home Front, and Beyond the Battlefield. Each room features sites and displays that relate to those themes. For hours and additional information, visit the Newcomer House website, www.newcomerhouse.org.



Annual Events in the Heritage Area



The Memorial Illumination at Antietam National Battlefield provides a haunting visual of the 23,000 lives lost in the bloodiest one day battle in American history—September 17, 1862. [NPS photo.](#)

February – Master Docent Series, Frederick Community College
Late March – Civil War Seminar, Hagerstown Community College
Early April – Bell & History Day, Frederick County
Late April – National Park Week / Junior Ranger Day
Early May – Civil War Living History Reenactment, Carroll County Farm Museum
May – Washington County Museum Ramble
May – The Frederick Keys History Days @ Harry Grove Stadium
Late June – Corbit’s Charge, Westminster
Early July – Battle of Monocacy (July 9) Commemoration, Monocacy Battlefield
Mid July – Battle of Funkstown Reenactment, Funkstown Park
Mid July – Civil War Encampment and Living History, Union Mills Homestead
Mid September – Battle of South Mountain (Sept. 14) Commemoration, South Mountain State Battlefield
Mid September – Battle of Antietam (Sept. 17) Commemoration, Antietam Battlefield
First Saturday in December – Antietam Memorial Illumination, Antietam Battlefield
Late December – Holiday Tour of Historic Houses of Worship, Hagerstown and Frederick

Additional Resources

Antietam National Battlefield

www.nps.gov/anti

Civil War Preservation Trust

www.civilwar.org

Crossroads of War: Maryland & the Border in the Civil War

www.crossroadsofwar.org

Harpers Ferry National Historical Park

www.nps.gov/hafe

Heart of the Civil War Heritage Area

www.heartofthecivilwar.org

Historical Society of Carroll County

www.hsccmd.org

Historical Society of Frederick County

www.facebook.com/fredcohistory

Journey Through Hallowed Ground

www.hallowedground.org

Maryland Room, Frederick County Public Libraries

www.fcpl.org/departments/maryland-room

Monocacy National Battlefield

www.nps.gov/mono

National Park Service – The Civil War

www.nps.gov/civilwar/index.htm

Newcomer House

www.heartofthecivilwar/newcomer-house

South Mountain State Battlefield

www.dnr.state.md.us/publiclands/western/southmountainbattlefield.asp

Washington County Historical Society

www.washcomdhistoricalociety.org

Washington County Free Library, Western MD Rm.

www.washcolibrary.org/localhistory/westmdroom.asp

Interactive Media

Maryland Civil War Trails Mobile App

[App Store](#)

[Google Play](#)

Monocacy National Battlefield

[Virtual Tour of Monocacy](#)

[Multimedia Presentations](#)

[Monocacy App for iPhone](#)

[Monocacy App for iPad](#)

Civil War Traveler

[Podcast Series](#)

Frederick, Maryland Walking Tour App

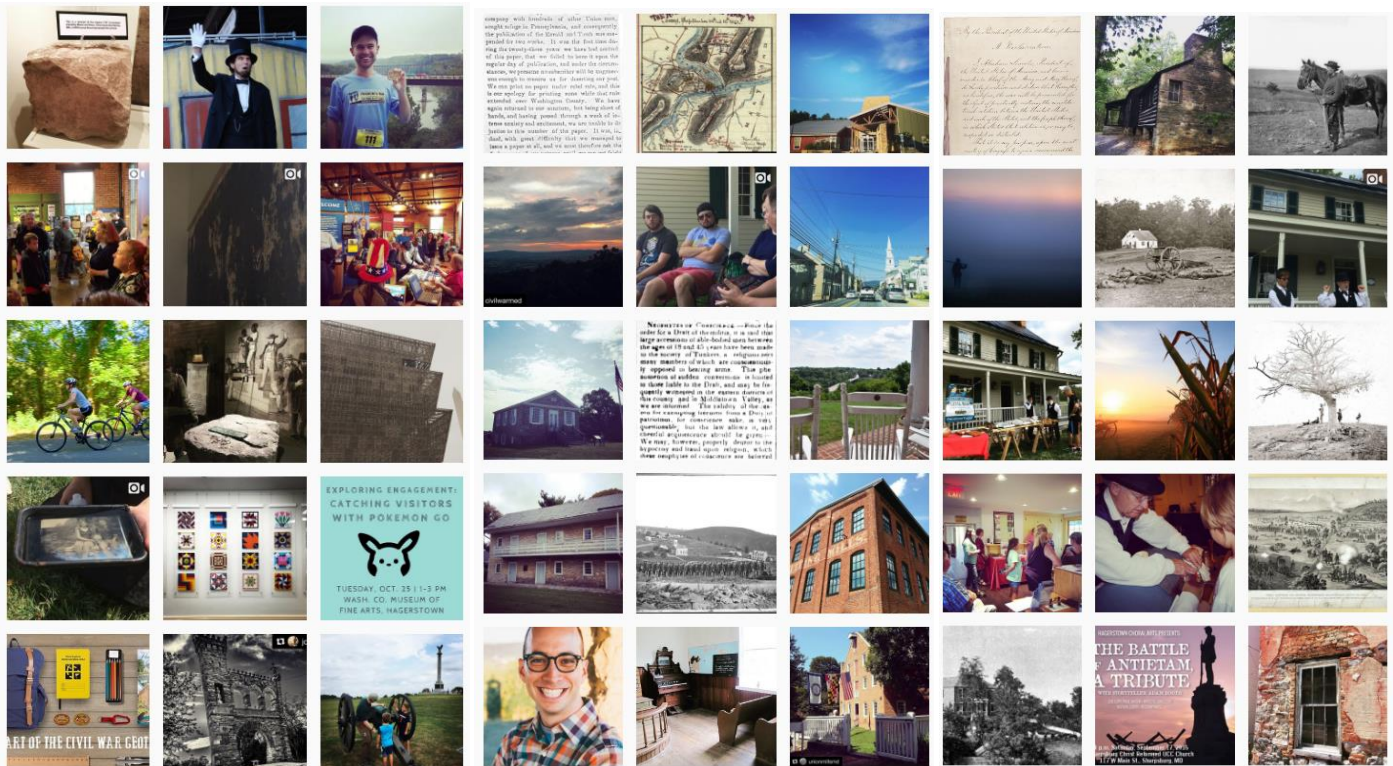
[App Store](#)

[Google Play](#)

Crossroads of War

[Videos, Maps, and Images](#)

Social Media



Connect with us on social media

- Facebook: [Heart of the Civil War Heritage Area](#)
- Twitter: [@MDCivWar](#)
- Instagram: [@MDCivilWar](#)
- Pinterest: [@MDCivilWar](#)
- Flickr: [Heart of the Civil War](#)
- Vimeo: [Heart of the Civil War](#)

Hashtags

- #civilwarmaryland
- #AntietamIllumination
- #NewcomerHouse
- #anti1862nps (Antietam)
- #MDHeritageAreas (state heritage area program)
- #PreserveMD (historic preservation in Maryland)

Contact Information

The first point of contact for journalists inquiring about the Heart of the Civil War Heritage Area is Elizabeth Shatto, Executive Director of the Heart of the Civil War Heritage Area. Any press or media planning to visit sites in the heritage area is encouraged to contact the tourism office in that county for assistance. See heartofthecivilwar.org for more information.

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