



# RACE

Are We So Different?™

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**WHAT: RACE: Are We  
So Different?™,**  
traveling exhibit—a  
public education project  
of the American  
Anthropological  
Association

**ON THE WEB:**  
[www.understanding  
RACE.org](http://www.understandingRACE.org)

## FOR IMMEDIATE RELEASE

March 25, 2008

### Ford Foundation Awards \$450 K to RACE Grant to Fund Second Exhibit and Book

The American Anthropological Association's (AAA) *RACE Are We So Different?* project received a big boost from the Ford Foundation last week. Building on the initial grant of one million dollars, the Ford Foundation has awarded an additional two-year grant of \$450,000 to the RACE project to fund the development of a second RACE traveling exhibit and a companion book.

"We're proud to continue our partnership with the Ford Foundation and excited about this keen opportunity to expand the reach of the RACE project," said AAA Executive Director Bill Davis, announcing the new grant.

Two former AAA Presidents, Yolanda Moses and Alan Goodman, will co-chair a key advisory group that will develop the second exhibit, which will be smaller version of the original. Moses, a cultural anthropologist at University of California-Riverside, and Goodman, a biological anthropologist at Hampshire College, will serve as editors of the companion book.

"Racism has long been a deplorable element of our society. The RACE project helps visitors to better understand the scientific myths of race alongside the realities of racism. The project's expansion allows us to bring these important conversations about race and racism to new audiences and venues," Goodman said.

"RACE Are We So Different?" is a public education project of the AAA that includes a 5,000 square-foot traveling museum exhibit, an interactive Web site, [www.understandingRACE.org](http://www.understandingRACE.org), and educational materials.

RACE explores the topic of race through the eyes of science, history and lived experience. It delivers three key messages: race is a recent human invention; race is about culture, not biology; race and racism are embedded in institutions and everyday life.

A project of



American Anthropological Association

Funded by the Ford Foundation and National Science Foundation

Since its launch in January 2007, over one million visitors have explored the *RACE* exhibit and Web site. The original traveling exhibit is on view at Liberty Science Center in Jersey City, NJ until April 27. The exhibit tour is booked until the end of 2011.

*RACE* is part of a larger public education program developed over more than five and a half years with over \$4 million in funding from the Ford Foundation, the National Science Foundation and the AAA.

For more information about the *RACE: Are We So Different?* project, please visit [www.understandingRACE.org](http://www.understandingRACE.org), or contact Jennifer Steffensen at 703-528-1902, ext. 3009, or [jsteffensen@aaanet.org](mailto:jsteffensen@aaanet.org).

For a complete listing of exhibition tour dates, please visit <http://www.understandingrace.org/about/tour.html>.

RACE press kits including an exhibit description and brochure are available upon request. Please contact Jennifer Steffensen at [jsteffensen@aaanet.org](mailto:jsteffensen@aaanet.org) to request a kit.

*Founded in 1902, the American Anthropological Association is the world's largest professional organization of anthropologists and others interested in anthropology, with an average annual membership of more than 10,000. The Arlington, Va.-based association represents all specialties within anthropology — cultural anthropology, biological or physical anthropology, archaeology, linguistics and applied anthropology.*

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