

FOR RELEASE JAN. 1, 2008

## Lyndon Baines Johnson Centennial Celebration Begins New Year's Day 2008

**www.lbj100.org**  
**Join Us in Celebrating LBJ's "Can-Do" Spirit**

AUSTIN, TX - January 1, 2008 - Today marks the beginning of the Lyndon Baines Johnson Centennial, commemorating the 100<sup>th</sup> birthday (August 27, 1908) of the 36<sup>th</sup> President and a year-long tribute to the LBJ legacy. As of 12:01 a.m., January 1, 2008, the Centennial website, [www.lbj100.org](http://www.lbj100.org), is live, and ready for visitors to learn about the 36<sup>th</sup> President, special events that are scheduled across Texas and in Washington, D. C., and the seven LBJ-affiliated organizations that are participating in the Centennial salute. Centennial partners are:

- ❖ Lyndon B. Johnson National Historical Park
- ❖ Lyndon B. Johnson State Park and Historic Site
- ❖ Lady Bird Johnson Wildflower Center
- ❖ Lyndon Baines Johnson Library and Museum
- ❖ Lyndon Baines Johnson Foundation
- ❖ Lyndon B. Johnson School of Public Affairs
- ❖ Texas State University - San Marcos

Lynda Johnson Robb, LBJ's daughter: "Daddy loved celebrating – especially his birthday. When the Texas legislature contemplated making his birthday a state holiday, Mother said that Daddy would want everyone to instead work twice as hard on that day. He was a "Can-Do" man."

Luci Baines Johnson, LBJ's daughter: "I believe that the birthday present Daddy would have wanted most is for us to thoughtfully address what still needs to be done for a more just America and get about doing it."

Just a partial list of planned Centennial activities:

- May 17, 2008 – LBJ School of Public Affairs – Spring Convocation with civil rights leader Vernon Jordan as speaker.
- May 19 - 22, 2008 – Celebrations and programs in Washington, D. C.
- August 23, 2008 – Texas State University – San Marcos – New Student Convocation with Keynote Speaker Lyndon Nugent, LBJ's grandson.
- August 27, 2008 – LBJ National Historical Park – Dedication and opening of the President's Office at the Texas White House to public tours.
- August 27, 2008 – LBJ Library & Museum – opening of a major exhibit on space, *To the Moon: The American Space Program of the 1960s*. LBJ co-sponsored the legislation that created NASA.

Both the Centennial website and logo are specifically designed to commemorate the full scope of the LBJ legacy. The Centennial website has several significant features including "On This Day" which will document daily activities of Johnson's life and public career using telephone conversations, photos, and videos. The "Calendar" section will have the latest information on Centennial activities.

Created by Austin-based GSD&M's Idea City, the Centennial logo showcases the numeral one-hundred with LBJ's signature Resistol hat representing the second zero. The logo's text reads "Lyndon B. Johnson Centennial Celebration - Celebrating His Can-Do Spirit." To be called a

"Can-Do" person was one of the highest compliments one could receive from President and Mrs. Johnson. This slogan represents the leadership, commitment, and optimism of the 36<sup>th</sup> President of the United States and Lady Bird Johnson.

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