



Boehringer Ingelheim Helps Launch America's First Disability Rights Museum on Wheels

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WASHINGTON, DC (May 1, 2015) – Today, the US Business Leadership Network® (USBLN®) officially announced that **Boehringer Ingelheim USA** joined America's Disability Rights Museum on Wheels, the country's first disability rights mobile museum as a tour partner.

America's Disability Rights Museum on Wheels (DRMW), an accessible self-contained motor vehicle, features interactive learning opportunities and emerging technologies. The mobile museum will kick off its cross-country tour June 8, 2015 in Charlotte, NC. The DRMW provides a unique opportunity to learn the fascinating history of the disability rights movement. It presents an eye-catching exhibit that invites the visitor to participate in hands-on learning about the disability civil rights movement and the technological innovation as a result of the Americans with Disabilities Act (ADA).

Distinguished members of the DRMW Advisory Board include former members of Congress, Governors, senior executives from USBLN member companies and a cross section of respected leaders with a demonstrated background in furthering the ADA's goal of equality for people with disabilities in the workplace and in society. "We're thrilled to announce that **Jamie Eden**, SVP of Human Resources has joined the DRMW Honorary Board of Advisors," said **Jill Houghton**, Executive Director of the USBLN.

"Boehringer Ingelheim is proud to be a part of this very important initiative to promote equal rights and equal employment," said **Paul R. Fonteyne**, President and CEO of Boehringer Ingelheim USA Corporation. "Our partnership with the USBLN is an extension of the work we are driving to provide employment opportunities for persons of all abilities."

Together, the ADA25 Legacy Project and America's Disability Rights Museum on Wheels are aligning communities with a vision that bridges the legacy of the ADA and the next 25 years.

Specifically, the DRMW is designed to help local communities:

- Understand that the ADA is a Civil Rights law
- Engage youth in interactive learning experiences
- Educate the public on the history of human rights violations and the community engagement that led up to the passage of the ADA
- Promote public awareness through social media, filmed interviews and stories with members of the disability and business communities

- Discover the possibilities during the next 25 years through experiencing innovative and connective technologies
- Provide business, education, government, and communities with tools for promoting full inclusion within their organizations

Locations have been identified by their proximity to geographic target markets of USBLN corporate members. The markets include, Washington, DC, Los Angeles, Chicago, Atlanta, Charlotte, New York, San Francisco and Seattle. Additionally, tour stops and are aligned with several of the nation's most prominent ADA Celebrations under development.

Identified stops in 2015 to date include:

1. June 8-9: Wells Fargo Atrium, Charlotte, NC (official launch)
2. June 11: Cox Enterprise Headquarters, Atlanta, GA
3. June 12: Shepherd Rehabilitation Center, Atlanta, GA
4. June 13-14: Center for Civil Human & Rights, Atlanta, GA
5. July 8-10: PNC Field, Pittsburgh, PA
6. July 13-18: Chicago, IL
7. July 26-31: Washington, DC
8. September 14-15: Dallas, TX
9. September 17-18: Houston, TX
10. September 22-October 2: USBLN® 18th Annual National Conference & Expo, Austin, TX
11. October 2015: Ridgefield, CT
12. October 2015: NYC, NY
13. November 2015: Los Angeles

For more information about sponsoring the DRMW, please contact Liz Taub at liz@usbln.org.

DRMW Presenting and Tour Sponsors

A special thank you to EY and Wells Fargo for stepping up as Presenting Partners of America's Disability Rights Museum on Wheels and to Boehringer Ingelheim, Cox Communications, Northrop Grumman Corporation and PNC Bank for sponsoring America's Disability Rights Museum on Wheels as Tour Partners.

About the US Business Leadership Network (USBLN)

The US Business Leadership Network (USBLN) is a national non-profit that helps business drive performance by leveraging disability inclusion in the workplace, supply chain, and marketplace. The USBLN serves as the collective voice of nearly 50 Business Leadership Network affiliates across the United States, representing over 5,000 businesses. Additionally, the USBLN Disability Supplier Diversity Program® (DSDP) is the nation's leading third party certification program for disability-owned businesses, including businesses owned by service-disabled veterans. www.usbln.org

About The ADA Legacy Project and Tour

The Tour is a traveling exhibit rolling across the country raising awareness and building excitement toward ADA25 - the 25th anniversary of the ADA. The ADA25 Legacy Tour is inspired by the historic 50- state journey taken by the husband-and-wife team of Justin and Yoshiko Dart in 1988 to garner grassroots support for the yet-to-be-passed Americans with Disabilities Act. www.roadtofreedom.net

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