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Introducing Old North Illuminated *Old North Church & Historic Site and its Foundation Let History Light the Way*

BOSTON, Mass. – The Old North Foundation, the nonprofit responsible for historic site operations and interpretative, educational, and preservation programs at the North End’s iconic Old North Church & Historic Site, is now known as Old North Illuminated.

“Our mission is to inspire active citizenship and courageous, compassionate leadership by preserving Old North Church & Historic Site in a way in which everyone can see their stories, struggles, and hopes reflected in places of prominence and our shared American history,” says Nikki Stewart, Executive Director of Old North Illuminated. “We have changed our name from the Old North Foundation to Old North Illuminated to better reflect our identity as an education-focused institution that is shining an analytical light on the past in an effort to build a brighter future.”

In June of 2022, the Old North Foundation finalized a strategic plan to outline recovery from the COVID-19 pandemic. After an in-depth evaluation of the nonprofit’s current name, it became clear that “Old North Foundation” didn’t accurately describe the organization as the stewards of a national landmark confronting its history with slavery and developing programs and curricula that facilitate dialogue around the ongoing pursuit of liberty and justice for all. With two big anniversary years on the horizon – Old North Church’s 300th anniversary in 2023 and the 250th anniversary of the lantern signal in 2025 – and a growing body of classroom-based work, the new name paired with the tagline “Let history light the way” seemed like a natural fit.

“Just as two patriots hung lanterns on the night of April 18, 1775, as a signal to spark action, we seek to ignite active citizenship by engaging visitors and classrooms in the rich history of Boston’s Old North Church, an iconic landmark of the American Revolution,” says Old North Illuminated Board Chair Madeleine K. Rodriguez, a Partner at Foley Hoag LLP. “Old North’s 300-year history illuminates shifts and arcs in American society that reveal an essential ingredient in the work of building a more perfect union: courageous and compassionate leadership.”

Consultants from Paper Crane Associates led a team of staff, board members, and volunteers through an in-depth process that included feedback and perspectives from both internal and external stakeholders. Proverb, a marketing and branding agency, was engaged to lead the creative process, which includes a new logo and brand identity for Old North Illuminated. The name change only applies to the foundation. Old North Church and Old North Church & Historic Site will remain the same.

This fall, Old North Church & Historic Site will be open to visitors Tuesday through Saturday from 10 a.m. to 5 p.m. and from 12:30 p.m. to 5 p.m. on Sunday. Holiday hours may vary. Tickets will be offered at \$5 per person. Self-guided tours give an in-depth view of the building that once served wealthy merchants, government officials, and skilled tradesmen. Visitors can walk through box pews, admire the 17th century angels flanking the church’s 1759 organ, and learn about the experiences of Indigenous and free and enslaved Black congregants. Tours of the crypt will be an additional \$5. For more information or to check the schedule and purchase tickets in advance, visit: www.oldnorth.com.

About Old North Illuminated / Old North Church & Historic Site

Established in 1991, Old North Illuminated, formerly The Old North Foundation of Boston, is a 501(c)(3) nonprofit organization that is responsible for historic site operations and interpretative, educational, and preservation programs at the iconic Old North Church & Historic Site. A secular organization that is independent of Christ Church in the City of Boston, Old North Illuminated welcomes approximately 500,000 visitors annually while overseeing the preservation of an enduring symbol of American independence. The foundation serves a wide audience by creating meaningful experiences through educational outreach, site-specific programming, and



historical analysis. Old North Illuminated works collaboratively with the City of Boston, the U.S National Park Service, the Freedom Trail Foundation, and other non-profits to foster educational and interpretive programs for students and visitors while engaging the public in Old North Church's history and its role in inspiring liberty and freedom. For more information, visit: www.oldnorth.com.

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