

155 YEARS LATER:  
THE MARYLAND  
CAMPAIGN



THE HEART OF THE CIVIL WAR HERITAGE AREA

## **SEPTEMBER HIGHLIGHTS**



150 YEARS LATER:  
ANTIETAM NATIONAL  
CEMETERY

# 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, encourage superior visitor experiences, and stimulate 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 Emily Huebner.

## About this Media Kit



155 years after the Maryland Campaign, travelers to Maryland's Heart of the Civil War Heritage Area are invited to explore the landscape that withstood the march of Union and Confederate armies. Follow American history from the incredible discovery of Lee's Special Orders No. 191 in a field that is now part of Monocacy National Battlefield, west to South Mountain, and finally to the single bloodiest day in American history at Antietam National Battlefield. Visitors can attend commemorations for the 150<sup>th</sup> anniversary of the establishment of Antietam National Cemetery, a dignified final resting place constructed for the Union dead of the Maryland Campaign of 1862.

Feel the rumble of cannon fire, smell black powder in the autumn air, hear the strains of period music, and even participate in reading the names of every known service member buried at Antietam National Cemetery. 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 September of 2017. We encourage you to refer to our website, [www.heartofthecivilwar.org](http://www.heartofthecivilwar.org), and our online calendar at [www.heartofthecivilwar.org/events](http://www.heartofthecivilwar.org/events). Also visit the sites of our partners at [Carroll County Tourism](#), [Visit Hagerstown & Washington County](#) and the [Tourism Council of Frederick County](#) for additional information.

## The Maryland Campaign: Timeline & Selected Events

Follow in the footsteps of history in the Heart of the Civil War Heritage Area.

September 13, 1862:

### Discovery of the Lost Order

Special Order 191, General Robert E. Lee's general movement order during the Maryland Campaign, was discovered by Union troops in a field in Frederick County, Maryland. This incredible piece of military intelligence would lead McClellan to meet Lee on the field of battle at South Mountain and Antietam.



Best Farm, Monocacy National Battlefield

Find it here:

[Myths and Mystery of Lee's Lost Orders](#)

[Monocacy National Battlefield, September 9, 2017](#)

Learn about General Robert E. Lee's Lost Orders during the 1862 Maryland Campaign with ranger programs at 10 am, 12 pm, and 3 pm. Period music provided by Ampersand from 11 am to 2 pm.

September 14, 1862: Battle of South Mountain

The first major Civil War battle to occur in Maryland, the Battle of South Mountain took place on three gaps. The battle thwarted Lee's plans for invasion, but timely reinforcements bought time for the Confederacy to regroup, setting the stage for the Battle of Antietam.



Find it here:

[155<sup>th</sup> Anniversary of the Battle of South Mountain](#)

[Gathland State Park, September 9 & 10](#)

Gathland State Park and South Mountain State Battlefield will commemorate the 155th anniversary of the Battle of South Mountain, which occurred on September 14, 1862. Entrance to the park and all events will be free. Infantry and cannon firing demonstrations will take place at 11 am, 1 pm, and 3 pm on Saturday, September 9 and Sunday, September 10. Visitors are invited to explore the Gathland Lodge on site, a museum dedicated to the history of the Battle of South Mountain.

Gathland Lodge, Gathland State Park

## September 17, 1862: The Battle of Antietam

Also known as the Battle of Sharpsburg, the bloodiest day in American history took place during the Maryland Campaign of 1862. The Army of the Potomac, led by Major General George McClellan, clashed with General Robert E. Lee's forces on September 17, 1862. The struggle would result in Lee's retreat back into Virginia.



Dunker Church, Antietam National Battlefield

## Find it here:

### [155<sup>th</sup> Anniversary of the Battle of Antietam](#)

### [Antietam National Battlefield, September 16 & 17](#)

Join Antietam National Battlefield for a weekend full of special talks, tours, living history demos, hikes, and more. Fee Information: \$10 per car or \$5 per person.

For a full schedule of events, download the battle anniversary weekend programming PDF:

<https://www.nps.gov/anti/planyourvisit/upload/Weekend-2.pdf>

### Selected Anniversary Events:

#### September 16

- Weapon Firing Demonstrations

*Living history program demonstrating artillery and infantry. Firing demonstrations will take place at the Visitor Center at 11 am, 1 pm, & 3 pm.*

- Civil War Music Program

*Music played a large role for both armies during the war. Listen to a few of the popular songs of the era and learn the stories behind them. This hour long program will take place at the Dunker Church at 9:30 am and 2 pm.*

- Overview Hikes

*Three one miles hikes over key areas of the battlefield enable first time visitors to learn the story and experience the terrain at Antietam. These hikes are roughly 90 minutes long. Learn about the Cornfield at 10:30 am, beginning at the Visitor Center, the Sunken Road at 12:30 pm, also beginning from the Visitor Center, and Burnside Bridge at 2:30 pm, starting at Tour Stop 9.*

#### September 17

- Sunrise in the Cornfield

*Experience sunrise on the morning of the 155<sup>th</sup> anniversary of the Battle of Antietam. This sunrise program begins at 6:45 am, meeting at Tour Stop 4.*

- All Day Hike

*Hike 2 miles of the northern section of the battlefield beginning at 9 am and then join in the 3 mile hike of the south end of the park starting at 2 pm. These hikes will be approximately three hours long.*

- Ranger-Guided Driving Tours

*Join in a car caravan tour of the battlefield, following a ranger in your vehicle to three stops. Tour begins at the Visitor Center at 10 am and 2 pm, and is about two and a half hours long.*

### [Newcomer House Porch Program: Battlefield Medicine](#)

#### [Newcomer House, September 16](#)

*Saturday, September 16, Clarence Hickey will portray Dr. Edward Stonestreet, a Civil War surgeon who lived in Rockville, MD. See how soldiers were treated for a variety of wounds, beginning with the basic care on the battlefield. See the program from 11 am to 4 pm, with special talks at 11:30 am and 2 pm.*

#### [September 22, 1862: Preliminary Emancipation Proclamation](#)

President Abraham Lincoln issued the preliminary Emancipation Proclamation days after the Battle of Antietam. People enslaved in the southern states in rebellion would be freed on January 1, 1863. Slave states that had not seceded, such as Maryland, would not be affected by the Proclamation. Despite the official limits of the Emancipation Proclamation, it changed the stakes of the war, and led to the acceptance of nearly 200,000 African American men into the Union army and navy.

### Find it here:

#### [Lives in Limbo: Contraband Camp in the Shadow of John Brown's Fort](#)

#### [Harpers Ferry National Historical Park, September 23 & 24](#)

*Runaway slaves who came into Union lines were called contraband, or enemy property confiscated by the Union Army. Step back to the tense times when the lives of those freedom seekers were in limbo. This is a free living history event, though entrance fees to the national park still apply.*

#### [2<sup>nd</sup> Annual Rally Day](#)

#### [Tolson's Chapel, September 23](#)

*Join the Friends of Tolson's Chapel for their annual fundraiser Rally Day, Celebrating the Power of Education, featuring keynote speaker Tyrone Brandyburg, Superintendent of Harpers Ferry National Historical Park. The day will be filled with music, art activities, living history, and the traditional Rally Day luncheon featuring Bonnie's at the Red Byrd fried chicken, Nutter's ice cream, & Burkholder's pies. Lunch tickets cost \$10 (free for children under 12) or \$8 for FOTC members. This event will be held from 10:30 AM to 3 PM.*

*Tolson's Chapel was built in 1866 by the African American community in Sharpsburg and served as a Freedmen's Bureau school from 1868 to 1870.*



### [September 17, 1867: Dedication of Antietam National Cemetery](#)

September 17, 1867, on the fifth anniversary of the battle, Antietam National Cemetery was dedicated. President Andrew Johnson stated at the ceremony, "When we look on yon battlefield, I think of the brave men who fell in the fierce struggle of battle, and who sleep silent in their graves. Yes, many of them sleep in silence and peace within this beautiful enclosure after the earnest conflict has ceased." The Private Soldier Monument, known as "Old Simon" was installed thirteen years later, on September 17, 1880.

### Find it here:

#### [150<sup>th</sup> Anniversary of Antietam National Cemetery Commemoration](#)

#### [Antietam National Cemetery, September 17](#)

*Beginning at 12 pm, the keynote address will be delivered by Dr. Gary Gallagher, John L. Nau III Professor in the History of the American Civil War, at the University of Virginia. Following the program, the names of all those buried in the cemetery will be read with the help of volunteers.*



#### [Antietam National Cemetery Walk](#)

#### [Antietam National Cemetery, September 16](#)

*A guided walk of Antietam National Cemetery, including a short history of the cemetery and the stories of some of the men buried there. This hour-long program will run at 12 pm and 6 pm.*

#### [Newcomer House Exhibits: Commemorating the 150<sup>th</sup> Anniversary of Antietam National Cemetery](#)

#### [Newcomer House, September 17](#)

*Sunday, September 17, view an exhibition of materials associated with the original dedication of the Antietam National Cemetery and its history. Also on display will be memorabilia from and information on George L. Fisher, veteran of Co. A, 7th Maryland Infantry, who was the last Civil War veteran superintendent of Antietam National Cemetery. The exhibit will include photos and numerous personal artifacts from the collections of Fisher's descendants, private collectors, and the Washington County Historical Society.*



## Story Ideas

### 15 Years of Maryland Civil War Trails

The Civil War touched most communities in Carroll, Frederick, and Washington counties. This year marks 15 years of Maryland's Civil War Trails, which offers roadside interpretation of Civil War sites, connecting travelers and natives to local history and associated museums, tours, guided walks, and other activities.

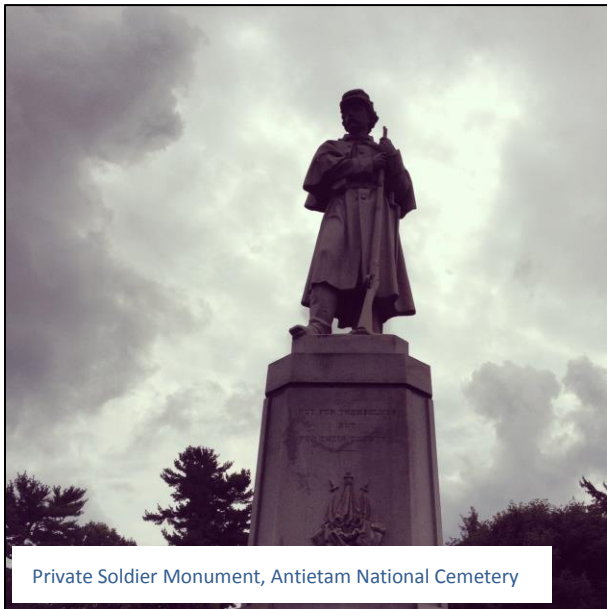
Civil War Trails recently released a free app that offers a comprehensive guide to Civil War Trails driving tours, local Civil War attractions and events, and even lodging, food, and shopping.

Follow the Antietam Campaign and get off the beaten path by exploring Maryland's Civil War Trails. Find a trail here: <http://www.visitmaryland.org/list/follow-marylands-civil-war-trails>. Contact Executive Director Drew Gruber at [executivedirector@civilwartrails.org](mailto:executivedirector@civilwartrails.org) or John Fieseler, Chairman of the Board, at [jfieseler@fredco-md.net](mailto:jfieseler@fredco-md.net) for more information.

National War Correspondents Memorial, Gathland State Park



### Antietam National Cemetery 150<sup>th</sup> Anniversary Commemoration



Private Soldier Monument, Antietam National Cemetery

Antietam National Cemetery represents over 150 years of American history. When it was created in 1867, 4,776 Union soldiers were interred there; of that total, 1,800 of them were unknown. Since its creation, Antietam National Cemetery has become a regional national cemetery, and it is the final resting place of 268 soldiers, sailors, airmen, and marines from every American conflict since the Civil War except for the Vietnam War.

Saturday, September 16 at 6 pm, join an evening tour of the cemetery with a ranger and learn the global stories behind the stone and soil of Antietam National Cemetery. From the Spanish American War in the Caribbean and the Pacific, to the Boxer Rebellion in China, and the global conflicts of the twentieth century, learn American history through the sacrifice embodied by Antietam National Cemetery.

Attend the 150<sup>th</sup> Anniversary Commemoration at Antietam National Cemetery on Sunday, September 17. The event will be attended by the Captain and a number of crew members of the USS Antietam, as well as Lieutenant Governor of Maryland Boyd Rutherford. A keynote address will be delivered by Dr. Gary Gallagher and music will be provided by a brass band playing Civil War era instruments. Following the program, the public is invited to take part in reading the names of all those buried in the cemetery. For more information, contact Keith Snyder, Chief of Resource Education & Visitor Services at Antietam National Battlefield: [keith\\_snyder@nps.gov](mailto:keith_snyder@nps.gov).

## Tourism Products

### Heart of the Civil War GeoTrail

[heartofthecivilwar.org/geo-trail](http://heartofthecivilwar.org/geo-trail)

The Heart of the Civil War Heritage Area launched a GeoTrail in the autumn of 2016, and a year later thousands of visitors have visited and continue to discover the 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](http://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.

Prizes will be awarded to geocachers who find the locations of at least 13 HCWHA caches. To be eligible, 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, or the Hagerstown-Washington County Visitor Welcome Center. One prize will be awarded per [geocaching.com](http://geocaching.com) account. Additionally, Heart of the Civil War GeoCoins are available for purchase for \$10/each plus sales tax at the Frederick Visitor Center, Hagerstown-Washington County Visitor Welcome Center, and Antietam Museum Store (301-432-4329). Each of these locations will ship the geocoins for a modest handling fee.

Discounts are available to Heritage Area visitors and geocachers at four Heritage Area hotels:

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

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.

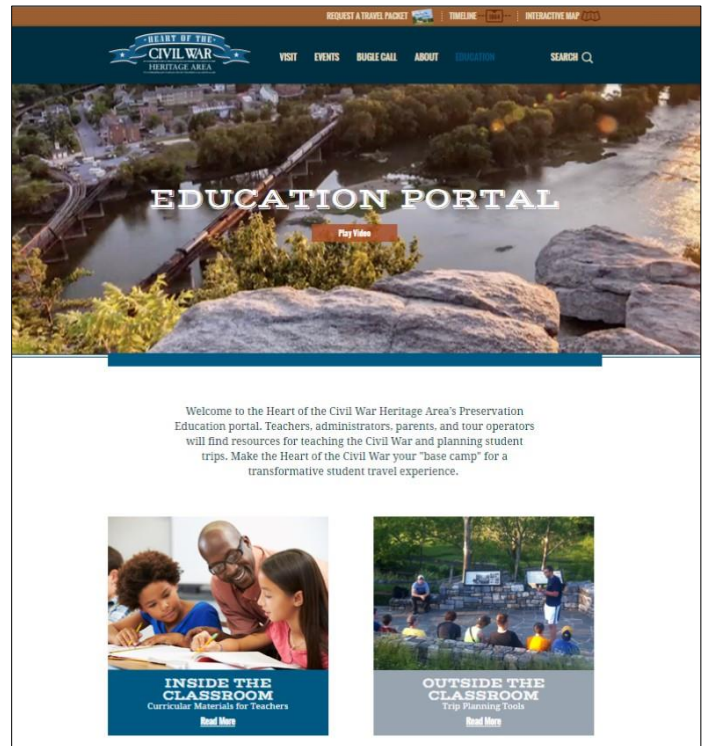
## Preservation Education Initiative

[heartofthecivilwar.org/education](http://heartofthecivilwar.org/education)

The Heart of the Civil War Heritage Area's 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 the 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](http://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.](#)

Mid September – Battle of South Mountain Commemoration, South Mountain State Battlefield

Mid September – Battle of Antietam Commemoration, Antietam Battlefield

First Saturday in December – Antietam Memorial Illumination, Antietam Battlefield

Late December – Holiday Tour of Historic Houses of Worship, Hagerstown and Frederick

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

## Additional Resources

Antietam National Battlefield

[www.nps.gov/anti](http://www.nps.gov/anti)

Civil War Preservation Trust

[www.civilwar.org](http://www.civilwar.org)

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

[www.crossroadsofwar.org](http://www.crossroadsofwar.org)

Harpers Ferry National Historical Park

[www.nps.gov/hafe](http://www.nps.gov/hafe)

Heart of the Civil War Heritage Area

[www.heartofthecivilwar.org](http://www.heartofthecivilwar.org)

Historical Society of Carroll County

[www.hsccmd.org](http://www.hsccmd.org)

Historical Society of Frederick County

[www.facebook.com/fredcohistory](http://www.facebook.com/fredcohistory)

Journey Through Hallowed Ground

[www.hallowedground.org](http://www.hallowedground.org)

Maryland Room, Frederick County Public Libraries

[www.fcpl.org/departments/maryland-room](http://www.fcpl.org/departments/maryland-room)

Monocacy National Battlefield

[www.nps.gov/mono](http://www.nps.gov/mono)

National Park Service – The Civil War

[www.nps.gov/civilwar/index.htm](http://www.nps.gov/civilwar/index.htm)

Newcomer House

[www.heartofthecivilwar/newcomer-house](http://www.heartofthecivilwar/newcomer-house)

South Mountain State Battlefield

[www.dnr.state.md.us/publiclands/western/southmountainbattlefield.asp](http://www.dnr.state.md.us/publiclands/western/southmountainbattlefield.asp)

Washington County Historical Society

[www.washcomdhistoricalsociety.org](http://www.washcomdhistoricalsociety.org)

Washington County Free Library, Western MD Rm.

[www.washcolibrary.org/localhistory/westmdroom.asp](http://www.washcolibrary.org/localhistory/westmdroom.asp)

Maryland Civil War Trails Maps

<http://www.civilwartraveler.com/EAST/MD/>

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

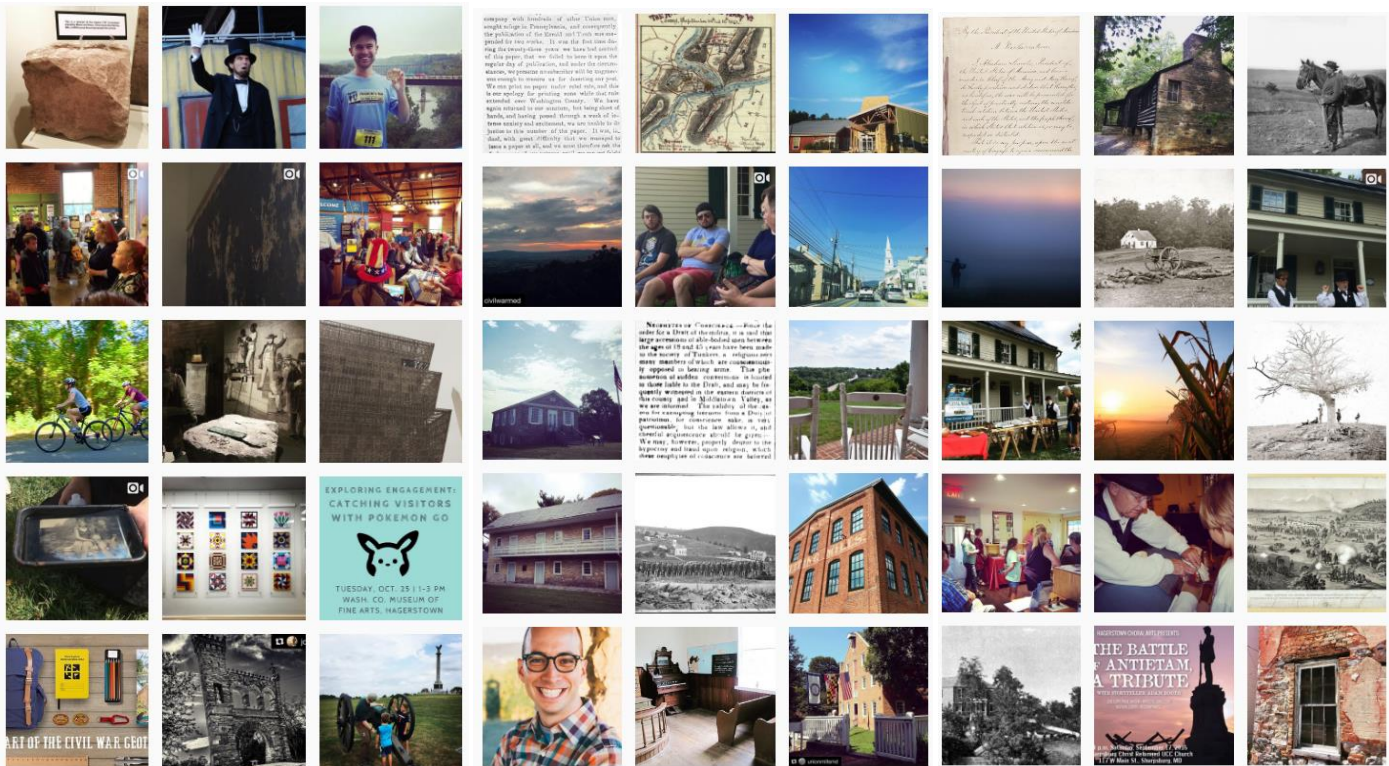
[App Store](#)

[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
- #NewcomerHouse
- #anti1862nps (Antietam)
- #MDHeritageAreas (state heritage area program)
- #PreserveMD (historic preservation in Maryland)
- #civilwartrails (Civil War Trail signs and paths)



## 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](http://heartofthecivilwar.org) for more information.

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