

ROCKVILLE, MD, August 26, 2014 /**24-7PressRelease**/ -- History Associates, the leading [U.S. historical services firm](#), is pleased to celebrate the grand opening of College Football Hall of Fame and Chick-fil-A Fan Experience, a brand new attraction located in downtown Atlanta. History Associates was responsible for the research and acquisition of images, film footage, and other media assets for use in the new facility, which opened to the public on August 23, 2014.

"When Atlanta Hall Management, Inc., partnered with the National Football Foundation to construct the new Hall of Fame, they wanted fans to enjoy a highly interactive, personalized experience," said Dr. James Lide of History Associates. "The state-of-the-art interactives required a substantial collection of visuals, videos, and iconic images that span the history of college football. We researched the enshrined players and coaches, as well as 90 top-tier and 178 second-tier schools."

History Associates worked closely with Atlanta Hall Management designer, Gallagher & Associates, and multimedia producers Cortina Productions and Obscura Digital, to coordinate the collection, intended use, and licensing of media assets to be included in the College Football Hall of Fame. Centralizing the collection of media assets also allowed all developers to see images that were collected and where they were already planned to be used, thus avoiding duplication of effort and extra licensing fees.

The new Hall of Fame highlights the stories and accomplishments of the schools, players, and coaches who epitomize excellence in college football. It also includes 10 immersive displays where visitors can select images and video from their favorite school.

The National Football Foundation (NFF) launched the Hall in 1951 to immortalize the game's greatest players and coaches for future generations. The NFF partnered with Atlanta Hall Management to relocate and develop the new Hall of Fame in 2009. For more information, please visit www.cfbhall.com.

About Atlanta Hall Management & the College Football Hall of Fame The new College Football Hall of Fame and Chick-fil-A Fan Experience is a 94,256-square-foot attraction located in the heart of Atlanta's sports, entertainment and tourism district. Adjacent to the Georgia World Congress Center and Centennial Olympic Park, the new Hall provides visitors with a highly immersive, interactive, and engaging experience using a blend of historic college football artifacts and state-of-the-art, interactive multimedia exhibits. The National Football Foundation (NFF) launched the Hall in 1951 to stand as one of the nation's premier sports shrines, immortalizing the game's greatest players and coaches as positive role models for future

Written by Australian Business

generations. Atlanta Hall Management, Inc., partnered with the NFF to construct and operate the new Hall of Fame attraction, which also provides a platform for community outreach, education, and character development initiatives, as well as serves as one of Atlanta's premier special event spaces. For more information, please visit

www.cfbhall.com

About History Associates For over thirty years the historians and archivists at History Associates have demonstrated that history is valuable in the market as well as the marketplace of ideas. They provide professional

[exhibit content](#) , [interpretive](#)

[planning](#)

[porate histories](#)

[historical research](#)

[archival services](#)

[digital archives](#)

[records management](#)

, and

[collections management](#)

to clients throughout the United States and around the world. History Associates strives to be The Best Company in History, serving corporate, government, legal, and nonprofit clients from its headquarters in Rockville, Maryland. For more information, call (301) 279-9697 or visit

www.historyassociates.com