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NATIONAL COMEDY CENTER TO OPEN NEW MULTI-MEDIA CARL REINER EXHIBIT

'CARL REINER: KEEP LAUGHING' DEBUTS THIS SUMMER

Carl Reiner Archival Photos and Artifacts here: [Carl Reiner 100th Birthday](#)

Carl Reiner Artifact B-roll Video here:

https://www.dropbox.com/s/gs3ss7g066ou5b7/2021_B_Roll_Reiner.mp4?dl=0

Jamestown, NY – March 18, 2021 – As the world remembers the late comedy legend Carl Reiner on his 100th birthday this Sunday, March 20, the [National Comedy Center](#) – the United States' official cultural institution dedicated to the art form of comedy, and the home of Reiner's career archive -- continues digitizing and preserving rare documents, scripts and artifacts spanning Reiner's extraordinary career in preparation for its new, multi-media exhibit: **Carl Reiner: Keep Laughing**, debuting on July 1, 2022.

The new exhibit will showcase hundreds of never-before-seen archival materials spanning Reiner's remarkable seven decades as a writer, director, producer, author, and performer. Visitors will explore interactive stations that feature rare audiovisual clips, creative papers, photographs, and dimensional artifacts that intimately chronicle a lifetime of creative output: from Reiner's early years as a performer on Sid Caesar's legendary *Your Show of Shows* to his creation of the seminal *The Dick Van Dyke Show*, from his collaboration with Mel Brooks on the Grammy-winning *2000 Year Old Man* to his acclaimed cinematic partnership with Steve Martin (*The Jerk*, *All of Me* and more), and across his far-reaching contributions to the comedic art form. The exhibit will run throughout 2022 and beyond.

On the occasion of Reiner's 100th birthday, the National Comedy Center released images of select artifacts and documents which will be on display in the exhibit, including Reiner's typewriter case and original, typed manuscript for the first episode of *Head of the Family* – which would become the legendary *The Dick Van Dyke Show*; rare photos of Reiner with Mel Brooks, with Sid Caesar and Imogene Coca, and with Dick Van Dyke and Mary Tyler Moore; the cowboy hat that Reiner wore in the final episode of *The Dick Van Dyke*

Show; and a manila envelope with Reiner's New Rochelle, NY address on Bonnie Meadow Road (just one number off from Rob Petrie's address in *The Dick Van Dyke Show*) in which he kept early short stories, and more.

Reiner, who was a founding Advisory Board member of the National Comedy Center, will also be celebrated with a special event, **Carl Reiner at 100 – Celebrating a Comedy Legacy**, on July 27, 2022, as the National Comedy Center partners with nearby, world-renowned Chautauqua Institution for an evening program featuring those who knew them best – including children Annie, Lucas and Rob Reiner, and best friend Mel Brooks – joining together for a one-of-a-kind evening of laughter as they reflect on Reiner's life, career and legacy. The presentation will feature in-person and video appearances by special guests as well as rare footage from the National Comedy Center's new exhibit.

With a multi-faceted career spanning television, film, stage, record albums, books and even social media, Carl Reiner, who passed away in June of 2020, was a twelve-time Emmy® award-winner, a Grammy® award-winner and a recipient of The Kennedy Center's Mark Twain Prize for American Humor.

Reiner was an early advocate and an instrumental supporter for the National Comedy Center's vision to celebrate comedy as an art form. In 2021, the National Comedy Center formally named its ongoing work to preserve comedy's heritage in honor of Reiner. **The Carl Reiner Department of Archives and Preservation** serves as the central hub for all archival and preservation work within the Comedy Center, as it continues its mission to present the history of comedy and preserve comedy's heritage for future generations.

The **Carl Reiner Department of Archives and Preservation** is an incubator for the study and dissemination of comedy history, and a resource for educating artists, students, scholars and the public about comedy's great minds and unique voices. The Department leads research, conservation and exhibition activities throughout the organization, including the acquisition of artifacts, documents and audiovisual materials that chronicle the story of comedy across all genres and eras of the art form.

Reiner's career archive includes thousands of pages of creative papers and business correspondence; unpublished comedy material; rare photographs, film footage and audio recordings from his personal and professional life; and industry awards, including his Emmys and Mark Twain Prize. The comprehensive collection includes early drafts and final scripts written by Reiner throughout his career with his handwritten annotations – from the earliest material from his Army days and "Your Show of Shows" sketches to all 158 "Dick Van Dyke Show" scripts, and his film screenplays. Also included are the chairs and TV trays used for years by Reiner and his best friend and frequent collaborator – comedy legend Mel Brooks – as they would spend evenings together eating dinner and watching television.

The National Comedy Center has collaborated with dozens of artists and estates to preserve materials that represent comedy's significant artistic, social, and political contributions to American culture including collections illustrating the careers of legendary artists like George Carlin, Lucille Ball, Lenny Bruce, The Smothers Brothers, and the development of groundbreaking creative work such as sketch comedy series *In Living Color*, *Saturday Night Live* and more.

The National Comedy Center's Advisory Board includes the recent addition of Tiffany Haddish – filling the seat held by the late Carl Reiner – along with Jim Gaffigan, Lewis Black, W. Kamau Bell, Paula Poundstone, Pixar's Pete Docter, Paul Feig, Kelly Carlin, and more.

Within the Comedy Center's museum galleries, more than 50 interactive exhibits and immersive experiences employ cutting-edge technology to present the story of comedy from its origins to the present day – using archival documents, artifacts, and media as their core.

The museum's educational programming on the art form has featured George Lopez, Margaret Cho, Norman Lear, Tiffany Haddish, Debra Messing, Rain Pryor (daughter of Richard Pryor), Jay Leno, Kenan Thompson, Gabriel Iglesias, Ben Stiller, John Cleese, Jimmy Fallon, Lin-Manuel Miranda, "Weird Al" Yankovic, and many more.

Plan your visit to the National Comedy Center in Jamestown, NY at ComedyCenter.org. Tickets for the special event on July 27 can be purchased now by calling 716-357-6250 or online at tickets.chq.org starting May 3rd.

The National Comedy Center is a 501(c)(3) non-profit cultural institution whose mission is funded by philanthropic support. Donations and grants support the museum and its work to present the vital story of comedy and preserve its heritage for future generations. Visit Comedycenter.org for details.

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About the National Comedy Center

The National Comedy Center is the United States' official cultural institution and museum dedicated to presenting the vital story of comedy and preserving its heritage for future generations, as formally designated by the U.S. Congress. Opened in August 2018 in Jamestown, New York, the museum complex offers an unprecedented, immersive visitor experience using state-of-the-art technology, interactivity and personalization.

USA Today named the National Comedy Center the "Best New Museum in the Country" while *TIME* magazine named it one of its "World's Greatest Places" – one of only "100 new and newly noteworthy destinations to experience right now" and one of only nine attractions to visit in the United States. *Condé Nast Traveler* called the National Comedy Center "one of the best museums in the country," and *People* magazine named it one of "100 Reasons to Love America." Comedy industry authority *The Interrobang* named the design team second on its list of "Innovators Who Changed Comedy."

In 2021, the National Comedy Center was featured in *The New York Times*, *CBS Sunday Morning*, *CBS Saturday Morning* and on NBC's *TODAY* Show, which called it "the Smithsonian of Comedy." Visitors from all 50 states and eighteen countries have given the Center a rare 5/5 rating on TripAdvisor, ranking among the highest in the attraction and tourism industry.

Based on the vision of Jamestown native Lucille Ball for her hometown to become a destination for comedy, the non-profit National Comedy Center showcases comedy's great minds and unique voices in ways that engage, inspire, educate and entertain. The Comedy Center's mission is to provide education on the comedic arts in the form of commentary and contextualization of its bodies of work across all eras and genres of the art form.

The National Comedy Center operates the Lucille Ball Desi Arnaz Museum, which explores the lives, careers and legacy of the "First Couple of Comedy" and the incredible impact they had on the world, as well as the pioneering role and remarkable influence that *I Love Lucy* and Desilu Studios had on the entertainment industry for generations to come.

The acclaimed Lucille Ball Comedy Festival, produced and presented by the National Comedy Center in Jamestown, NY, was last headlined by John Mulaney and Sebastian Maniscalco, and has showcased comedy's greatest stars and rising young comedians, including Jerry Seinfeld, Trevor Noah, Lily Tomlin, Amy Schumer, W. Kamau Bell, Jim Gaffigan, Paula Poundstone, Joan Rivers and more than one hundred other comedic artists. The 2022 festival will take place August 3-7, featuring comedian Jeff Foxworthy and SNL legends David Spade, Kevin Nealon and Rob Schneider, along with over fifty live comedy events.

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Stay connected to the National Comedy Center and Lucille Ball Desi Arnaz Museum:

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