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Large Turnout and Great Weather made for a Successful Gallup House Dedication

Ceremony coincided with the 75th anniversary of the Gallup Poll



Scott C. Purvis, George Gallup, Jr., and the Greene County Chamber & Development Ambassadors

Pennington, NJ – October 26, 2010 – On October 20th, Pennington, New Jersey-based Market Research firm Gallup & Robinson, Inc., hosted a ribbon-cutting ceremony and dedication for The Gallup House in Jefferson, Iowa.

This architecturally significant octagonal house is the birthplace and boyhood home of renowned pollster, George H. Gallup. It was built by his father in 1901 and placed on the National Register of Historic Places in 1985.

The house has undergone an adaptive reuse restoration to make it available for a variety of uses and experiences, including overnight stays, business or private retreats, educational meetings and seminars, and private receptions.

"We have been working with the Gallup family to create a living experience that spotlights George Gallup's legacy and illustrates the ways in which he was influenced by his deep Iowan roots," said Scott C. Purvis, President of Gallup & Robinson. "This house pays tribute to him. We wanted this dedication to be a way of honoring him, his family, and to thank the people who helped with this remodel."

George Gallup, Jr., son of George Gallup and former CEO of the Gallup Organization, commented, "My father was always proud of his past and of being from Jefferson, Iowa; he would be pleased that such care has been taken to restore his home."

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The open house took place from 2:00 pm to 6:00 pm with the dedication occurring at 4:00 pm. Messrs Purvis and Gallup were in attendance and spoke at the ceremony. Executives from the Gallup organization, Jefferson city officials, and the renovation team were also present, and the Greene County Chamber & Development Ambassadors were on hand to welcome the Gallup House into the community and participate in the ribbon cutting.

"None of this could have been possible without the support of the Gallup family, and the wonderful people of Jefferson. The event was a great success, and we are privileged that so many people from the community were able to come out take part in the dedication," Mr. Purvis stated. "We are grateful for the warm welcoming we received, and hope this house can serve as a source of pride for the Jefferson community for years to come."

For more information, visit the Gallup House website, www.thegalluphouse.com.

About Gallup & Robinson, Inc.:

Gallup & Robinson, Inc. is a leading advertising and marketing research company based in Pennington, New Jersey. For more than 50 years it has helped leading advertisers understand the effectiveness of their advertising and improve its contribution to their business. Having tested more than 200,000 ads across all media and product categories, it maintains some of the most advanced communications research systems and one of the richest knowledge bases about advertising effectiveness in the world. Gallup & Robinson is an affiliated company of Gallup.

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