

COUNTERTERRORISM EDUCATION LEARNING LAB



CELL Exhibit Reopening Press Kit



A BETTER FUTURE

WELCOME TO THE
CELL
COUNTERTERRORISM
EDUCATION LEARNING LAB

**EDUCATE
EMPOWER
ENGAGE**

Knowledge is power in the prevention of terrorism, enhancing global security and strengthening community safety.



“Going to the CELL really can underscore the journey that our nation has been on. We’re trying to ensure that we never again suffer the horrific attacks that we experienced on 9/11. We need young Americans to understand and integrate these lessons into their own worldview, so we will be better off moving forward.”

- John Brennan, Former Director of the CIA

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The CELL is a nonprofit, nonpartisan institute with a mission to educate individuals on today's most pressing global security issues and empower them to play a role in strengthening community safety. Through its acclaimed exhibit, distinguished speaker series and training programs, the CELL provides an important service in enhancing the safety and security of our nation.

INTRODUCTION



KNOWLEDGE MEETS EMPOWERMENT at the Counterterrorism Education Learning Lab (CELL).

REOPENING IN THE SPRING OF 2024, THE CELL EXHIBIT ADDRESSES THE MOST PRESSING NATIONAL AND GLOBAL SECURITY ISSUES TODAY.

Through extensive interactive displays and multimedia presentations, visitors investigate the root causes of violent extremism and learn effective prevention strategies. By utilizing these displays, guests explore how world leaders weaponize words and how state-sponsored terrorism impacts the domestic violent extremist landscape to effect global stability.

After learning why and how terrorists carry out violent acts, guests will learn through simulations of everyday scenarios how they can be vigilant in their

own communities to detect suspicious activities and help prevent potential threats. Visitors will ultimately be empowered to champion change for a safer, more inclusive community.

Visitors can also enhance their visit through one of several guided tours with a virtual docent, offering focused tours on themes like domestic violent extremism or international terrorism.

VISITORS WILL LEAVE THE CELL EXHIBIT FEELING EMPOWERED TO CHAMPION CHANGE.

BACKGROUND

The events of September 11, 2001, served as a profound wake-up call to our community, prompting an urgent need for education and awareness to counter the evolving threats. As such, the CELL Exhibit was developed to address this need and opened its doors in 2008.

In the ever-evolving landscape of security challenges, in 2019, a world-renowned team of global and national security experts, which spanned a diverse range of political, national and religious persuasions, convened to rebuild the CELL Exhibit. This new, state-of-the-art exhibit addresses the most pressing issues facing our world today. They were joined by Emmy Award-winning artists and museum developers to design an interactive and engaging experience for visitors with immersive multimedia displays.

The reimagined CELL Exhibit addresses the most pressing issues impacting us today by updating these interactives in real time to reflect events from around the world. After learning what gives rise to terrorism and how those ideas can radicalize people from every walk of life, individuals leave the CELL with the understanding that knowledge is power in the prevention of terrorism, enhancing global security and strengthening community safety.

The CELL is part of the Mizel Institute and is funded through private contributions and grants.



VISITOR INFORMATION



HOURS

For upcoming schedules and hours of operation for group tours and general admission, visit our website:

TheCELL.org

TICKETS

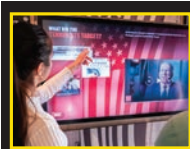
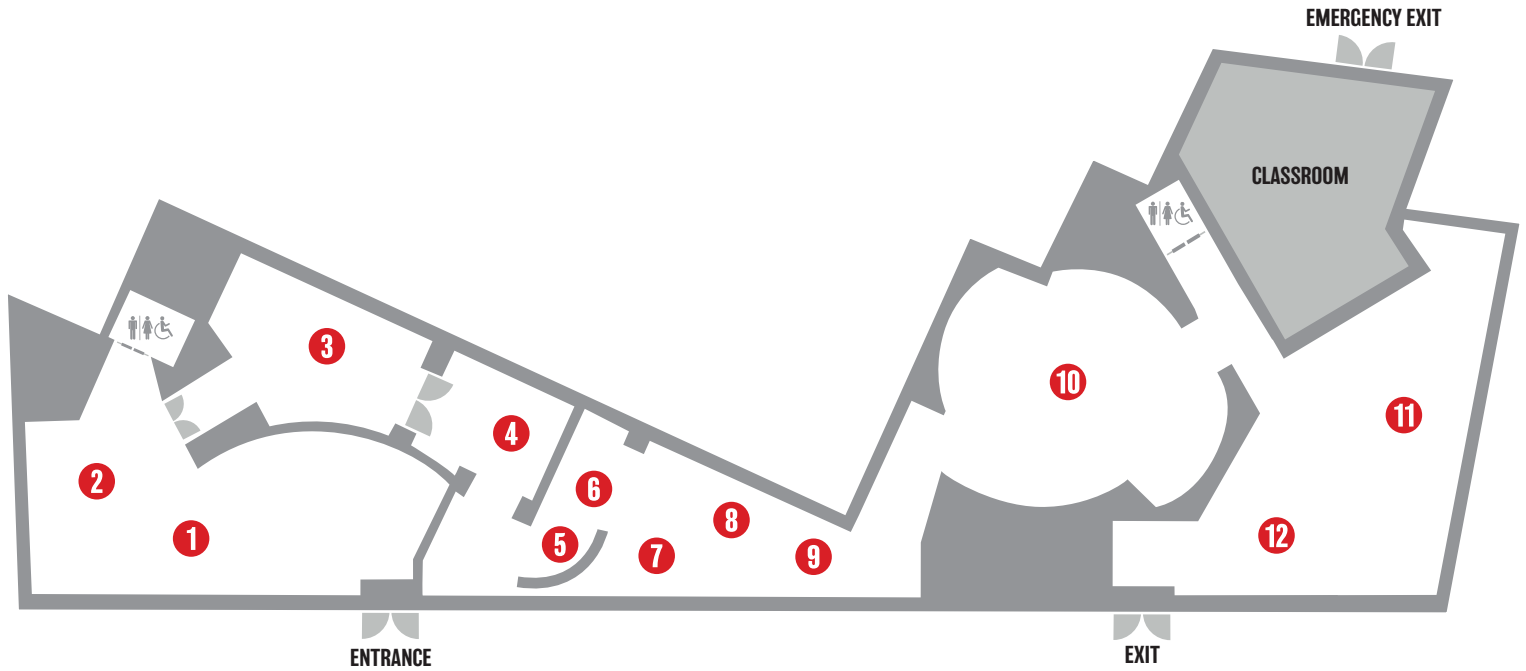
TIMED TICKET ENTRY

- Adult: \$16
- Senior (65+): \$12
- Government/Military Employee (with ID): \$12
- Student (with ID): \$12
- Corporate/Adult Group: \$10/person
- Student Group: \$7/person

CONTACT

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EXHIBIT MAP



1

September 11, 2001



5

Rooted in Extremism—
Terrorism's Rise, Fall,
and Resurgence



9

Counterterrorism
Today—A Moving Target



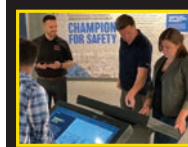
2

Crisis & Clarity



6

Threats to U.S.
Security—At Home
and Abroad



10

Countering Today's
Threats—Empowering You
to Be a Champion for Safety



3

Vitriol & Violence—When
Dangerous Views Give
Rise to Terrorism



7

Weaponizing Words



11

Civil Liberties & Security



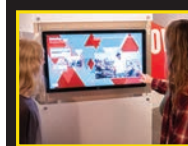
4

What is Terrorism?



8

How Do People Become
Terrorists?



12

Champion Change

CELL EXHIBIT OVERVIEW



1 SEPTEMBER 11, 2001

Through multimedia presentations and a large, twisted steel recovered from the wreckage of the World Trade Center, visitors honor and remember those who lost their lives on 9/11 and listen to testimonials from survivors, experts and everyday heroes.



2 CRISIS & CLARITY

Visitors use a touch screen to explore today's security challenges in specific regions such as the Middle East, North Korea, Russia and the United States. Visitors will think critically about the interconnected nature of global security and how 9/11 continues to impact our world.



3 VITRIOL & VIOLENCE - WHEN DANGEROUS VIEWS GIVE RISE TO TERRORISM

This riveting multimedia experience prompts visitors to consider the impact of hateful ideologies as a cacophony of voices from all different backgrounds spews racist, bigoted, discriminatory and prejudicial remarks.

CELL EXHIBIT OVERVIEW (Continued)



4 WHAT IS TERRORISM?

Visitors will engage with multimedia and physical displays to understand why certain acts of violence are classified as terrorism and why motive matters. Through real-world case studies, they will learn about the implications the definition of terrorism has on our legal, social and political arenas.



5 ROOTED IN EXTREMISM - TERRORISM'S RISE, FALL, AND RESURGENCE

This colorful stream graph delves into the different ideologies held by extremist movements and how they have gained and lost momentum over time.



6 THREATS TO U.S. SECURITY - AT HOME AND ABROAD

Investigate the rise and reach of today's pervasive threats to U.S. security: from ISIS, al-Qaeda, Hezbollah and state sponsors of terrorism to domestic violent extremism.

CELL EXHIBIT OVERVIEW (Continued)



7 WEAPONIZING WORDS

Visitors explore this interactive to understand connections between political and world leaders, their rhetoric and global instability.



8 HOW DO PEOPLE BECOME TERRORISTS?

Through a compelling display of artifacts, visitors explore a wide variety of media through which extremists are able to reach a global audience and target vulnerable individuals. Visitors are empowered to recognize and help prevent extremist recruitment tactics.



9 COUNTERTERRORISM TODAY - A MOVING TARGET

Visitors can visualize the interconnectedness between terrorism and counterterrorism as a continuous cycle of attack, defend, adapt and evolve.

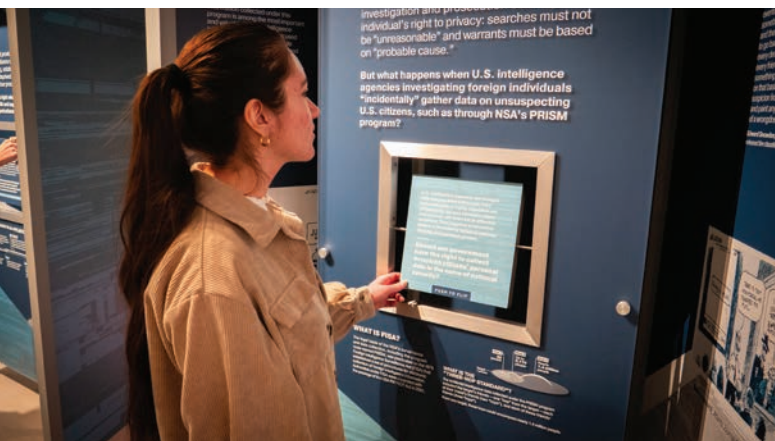
CELL EXHIBIT OVERVIEW (Continued)



10 COUNTERING TODAY'S THREATS - EMPOWERING YOU TO BE A CHAMPION FOR SAFETY

Through simulations of everyday scenarios, visitors rewind the clock to detect suspicious activities and help prevent potential threats.

This interactive is a precursor to the CELL's award-winning Community Awareness Program (CAP).



11 CIVIL LIBERTIES & SECURITY

Visitors embark on a thought-provoking exploration through captivating interactives where the ongoing debate on civil liberties and national security unfolds. When does hate speech cross the line? What are our rights to privacy in the age of biometrics? Visitors will be the judge through a hands-on voting experience.



12 CHAMPION CHANGE

Visitors are inspired by world leaders and other influential figures to combat the forces of hatred and bigotry.

EXHIBIT TRAILER



B-ROLL



Please download at <https://thecell.org/about/press>

SPOKESPEOPLE & BIOS



TOM SANDERSON
Strategic Advisor

Tom Sanderson is a consultant and former director of the Transnational Threats Project at the Center for Strategic and International Studies, where

he conducted field work in 75 countries, engaging NGOs, terrorists, warfighters, refugees, traffickers and clergy. Sanderson co-authored dozens of CSIS reports and opinion pieces in *The New York Times* and *Washington Post*. Tom testifies before the U.S. Congress, provides commentary for the media and teaches courses for the U.S. Intelligence Community. Sanderson serves on the Middle East Institute's Counterterrorism Advisory Council and co-chairs the Councilors Program at the Atlantic Council.



MELANIE PEARLMAN
President & CEO

Melanie manages the administration, programming and strategic planning for the Mizel Institute's two centers –

the Mizel Museum and the CELL. She has been with the institute since 2008. Melanie's vast accomplishments include receiving the FBI Director's 2012 Community Leadership Award and being named one of the *Denver Business Journal's* Top 40 under 40. Melanie received her M.A. in International Management and Foreign Affairs from the Thunderbird School of Global Management.



TOM RUPPEL
Chief Operating Officer

Tom ensures proper execution of the Mizel Institute's (including the Mizel Museum and the CELL) strategic plan. He has held various positions with the organization

since joining in 2014. Tom received his M.A. in International Security with a Certificate in Homeland Security from the Josef Korbel School of International Studies, University of Denver. He received his B.A. in International Relations and Economics from Connecticut College.



DAVID P. COHEN
Board Member & Strategic Advisor

David P. Cohen is a shareholder at Brownstein Hyatt Farber Schreck and has been a strategic advisor to the CELL since 2018.

He has the political savviness to engage appointees at the Department of Homeland Security (DHS). Before returning to Brownstein, Cohen served as Chief Administrative Officer for CLEAR, a leading biometric technology company. Earlier, he served as Chief of Staff to three U.S. Customs Service Commissioners, was involved in the initial policy discussions surrounding the formation of DHS and served as professional staff on the House Financial Services Committee.

CONTRIBUTORS

The CELL Exhibit was developed in partnership with preeminent scholars and practitioners in the fields of counterterrorism, national and global security, foreign affairs and public safety.

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