

FOR IMMEDIATE RELEASE
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51 STEPS TO FREEDOM® NAMES ACCOMPLISHED NONPROFIT LEADER GEORGE H. LAMBERT, JR. AS PRESIDENT AND CEO

'Now is the time to leverage these initial steps and keep moving forward,' says Lambert

WASHINGTON — [51 STEPS TO FREEDOM](#), which is transforming Washington, D.C. into the largest outdoor museum in the world through an augmented reality walking trail, is proud to name veteran nonprofit leader George H. Lambert, Jr. as its President and CEO. Lambert, who recently served for 12 years as President and CEO of the Greater Washington Urban League, will immediately begin his role at 51 STEPS.

Lambert says, "I'm incredibly impressed by the success 51 STEPS has achieved in using AR technology to highlight powerful moments of courage, resilience and ingenuity that make America the land of opportunity while continuing to shape its promise of liberty for all. Now is the time to leverage these initial steps and keep moving forward because we want even more people to explore Washington, D.C. through this first-of-its-kind experience."



51 STEPS Co-Founder H.H. Leonards says, "George Lambert, Jr., is the perfect person for this important role. We're well aware of the programming and fundraising success he achieved for the Greater Washington Urban League and are overjoyed he's agreed to help us advance to the next point in our development."

The first phase of 51 STEPS aligned with the celebration of America's 250th birthday and included:

- Launching of an eight-mile interactive AR walking tour of the District that brings key moments and figures from history to life through over 200 stories — from the Washington Monument, the U.S. Capitol and the White House to neighborhood landmarks — making it one of the most engaging things to do in D.C.
- Launching of [SIGNING THE PROMISE](#), which allows supporters across the country to digitally sign a living version of the Declaration of Independence, reaffirming the ideals first embraced 250 years ago by its 56 signers.
- Participating at key events, such as the Sail4th 250 ("Tall Ships"), Giant Barbeque Battle, National Girl Scout Convention, Great American State Fair, National Archives Foundation Spirit of Independence Festival and many others.

- Positioning of 51 STEPS as a participation-driven economic engine, making all eight wards of the District the global leader in advanced civic technology — the first city to embrace this platform to connect immersive storytelling, tourism and civic education.

In Lambert's role with the Greater Washington Urban League, he scaled a leadership team to secure significant financial support that fueled its impressive growth. He embraced and empowered volunteer auxiliaries (Thursday Network and Guild) in delivering resources to youth and the elderly. Lambert also worked with the Washington Nationals to institute Black Heritage Day at Nationals Park and created innovative corporate partnerships focused on helping Washingtonians meet basic needs.

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About 51 Steps To Freedom

51 Steps To Freedom (50 states, one nation) is a 501(c)(3) nonprofit organization dedicated to creating the world's largest outdoor museum focused on American history, civic engagement, and storytelling. Through augmented reality, music, animation, and immersive storytelling experiences, the initiative brings historic moments, places, and individuals to life in ways that are interactive, emotional, and deeply personal — while teaching life lessons centered on opportunity, responsibility, and the enduring promise of freedom. Anchored in Washington, D.C., 51 Steps To Freedom invites participants to connect past and present through meaningful, technology-driven experiences across the nation's capital. Additional activations, including Signing The Promise, provide opportunities for civic engagement and reflection inspired by the enduring ideals of the Declaration of Independence. Together, these experiences move beyond learning history to encourage thoughtful participation in the continuing American story.