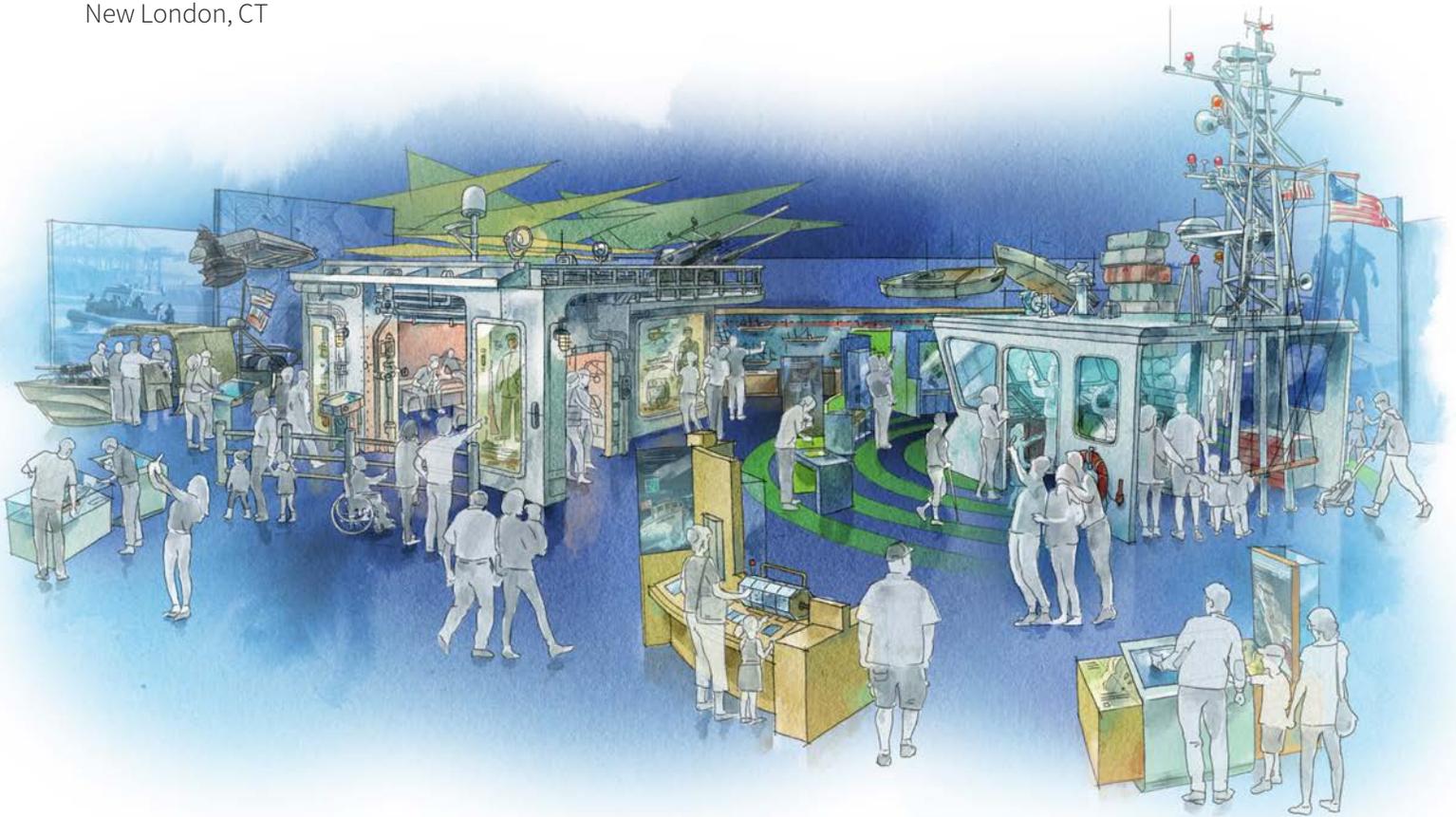


National Coast Guard Museum

New London, CT



Are You Ready?

The U.S. Coast Guard has existed since 1790, and its members have never had an “average day.” The Coast Guard saves lives, enforces maritime law, combats terrorism, facilitates commerce, protects the environment, and now, has a museum on the New England waterfront.

APA worked with the Coast Guard to develop experiences that put visitors into the shoes of its service members. Visitors are challenged to practice real-life skills, from operating equipment to using digital simulators. In an immersive Command Center, school groups participate in STEM-based programs that highlight the teamwork at the heart of the service. Throughout the Museum, stories of legendary men and women convey the thrill of the Coast Guard and help visitors understand how Coast Guard members embody the service’s motto—Always Ready.

