



THE WHITE HOUSE  
HISTORICAL ASSOCIATION

## NEW Digital Archive Collection Offers a Glimpse into White House Easter Egg Roll History

*The White House Historical Association Makes Over 100 Hours of Footage from the  
1998 White House Easter Egg Roll Accessible for the First Time*

**April 6, 2026 (Washington, D.C.)** — The White House Historical Association's [White House History Digital Archives](#) today released newly digitized video recordings from the private collection of Howard Lefkowitz, offering a previously-unseen look back at the 1998 White House Easter Egg Roll. The collection highlights a variety of traditional White House Easter Egg Roll activities, such as the president and first lady speaking from the South Portico, readings from children's books, musical performances, and Easter egg rolling on the South Lawn.

Lefkowitz, who was the vice president of business development and internet marketing for EarthLink at the time, originated the idea of broadcasting the 1998 White House Easter Egg Roll over the internet. As a result, he produced and oversaw the cybercast of this Washington, D.C. tradition from 1998 to 2000. During those years, the White House touted the cybercast as an opportunity to integrate technology and the internet into classrooms across the country. This new collection highlights the White House at the forefront of innovation, using emerging technology to allow the country to virtually share in a time-honored tradition.

This is the fourth personal collection that has been digitized by the Association. Previous collections include assets from former White House Executive Chef Henry Haller, former White House Executive Pastry Chef Roland Mesnier, and former White House Curator Lorraine Waxman Pearce. With each new asset, the Association advances its nonpartisan mission to make White House history more accessible to all. The Association continues to actively digitize collections to grow its archival records.

The full Lefkowitz Collection can be viewed [here](#).

To learn more about the White House Historical Association, visit [whitehousehistory.org](http://whitehousehistory.org).

For more information, please contact [press@whha.org](mailto:press@whha.org).

### About the White House Historical Association

Founded in 1961 by First Lady Jacqueline Kennedy, the White House Historical Association is the nonprofit, nonpartisan organization entrusted with preserving and sharing the history of the White House. Supported entirely by private philanthropy and the sale of educational books and products, the

Association reaches millions of students, teachers, and lifelong learners through research and scholarship initiatives, public programming, and the authoritative titles published by its independent press. Throughout each presidency, the Association works with the Offices of the First Lady and the White House Curator to acquire and preserve historic objects for the White House Fine and Decorative Arts Collection. The Association also operates The People's House: A White House Experience, a free, immersive, educational museum in Washington, D.C., which welcomes hundreds of thousands of visitors annually. To learn more about the White House Historical Association, please visit [WhiteHouseHistory.org](http://WhiteHouseHistory.org).

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