



Event, Marketing, PR Highlights

November 2013- January 2014

Chicago**History**Museum

Boo: A Halloween Ball Event Recap

Hundreds of guests attended the Chicago History Museum's upscale evening affair Boo: A Halloween Ball, presented by Haberdash men's shop. It was an evening of music, dancing, and cocktails, featuring re-enactments of Chicago's eeriest stories co-adapted and directed by Jessica Thebus of Steppenwolf. The event also featured craft cocktails and guest appearances by several of the city's premiere mixologists, including Danny Shapiro of Scofflaw, Justin Cochren of Moët Hennessey, and Paul Bastien of Drumbar.

DJ Nix of Gold Noise DJs set the mood for the party in the Museum's Chicago Room, while theatrical performances illustrating some of the city's creepiest stories were presented in the gallery space, alongside related artifacts. Shapiro, Cochren, and Bastien were dressed in Haberdash's latest fall wardrobe and served up specialty cocktails. Museum bartenders served cocktails featuring Koval Distillery white whiskey, and Greenbush Brewing poured craft beers for guests. One lucky party-goer won two roundtrip tickets, courtesy of United Airlines.

Media Coverage



Chicago Tribune A&E

Home > Featured Articles > Chicago Botanic Garden

Our guide to the 'spooky' good times at museums, zoos

October 10, 2013 | Steve Johnson | Tribune reporter

Chicago History Museum: Already sold out is Oct. 23's "BOO-ze! Haunted Pub Crawl" (CRIN-ge!), but there's still space available for the two-hour tours of the city's historic Graceland Cemetery. The \$20 (nonmember) tickets are available for most of the tours, led by historian Al Walavich. The tours begin at the cemetery entrance at Irving Park Road and N. Clark St. at 10 a.m. and 1 p.m. Oct. 26, 27 and 31. There's a "costume-friendly" Happy Halloween trolley tour at 10 a.m. Oct. 26 (\$20 adults, \$10 children). And on Halloween night, the museum is hosting Boo: A Halloween Ball, an adults-only dance party, with a DJ, mixologists (bartenders), and "horror d'oeuvres and two boo-zy beverages" included with the \$50 admission. 1601 N. Clark St.; 312-642-4600 or chicagohistory.org



WBEZ91.5

Programs - News - Blogs - Series - Events - Podcasts

Leah Pickett

LP Leah Pickett

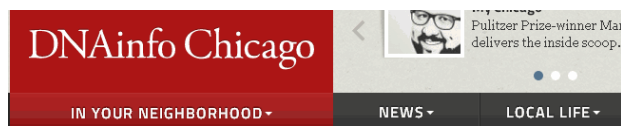
Comments Send Print Share Recommend Tweet 841 5

Guide to Chicago Halloween 2013

A list of spooktacular Halloween events in the Chicago area

- [Boo: A Halloween Ball at the Chicago History Museum](#): A night of terrifying tales, dancing, and craft cocktails. Thursday, Oct. 31.

ChicagoHistoryMuseum



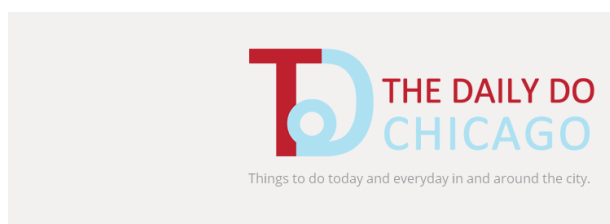
Lincoln Park & Old Town Arts & Entertainment

Things to Do in Lincoln Park and Old Town: Halloween Edition

By Emily Morris on October 31, 2013 9:47am
@EmilyMorris21

Boo: A Halloween Ball at the Chicago History Museum, 1601 N. Clark St., 7 p.m. to 11 p.m.

Listen to ghost stories from local theater director Jessica Thebus and party to music spun by DJ Nix (aka Jenna Nixon) at the Chicago History Museum Thursday night. There will also be magic performances, cocktails and "horror d'oeuvres". Tickets, restricted to those 21 and older, are \$50 for general admission and \$40 for members.



Happy Halloween!

Posted on October 31, 2013 — Leave a Comment

Tonight's Top 10 Best Halloween Events

10. Boo: A Halloween Ball at Chicago History Museum
9. Barra Ñ Lights Out Halloween Dance Party (No Cover, Free Appetizers and Sangria)
8. Dim Sum in the Dark at Sunda



MUSEUMS, MAGIC, & MIXOLOGISTS: THIS IS HOW ADULTS DO HALLOWEEN

Posted by Kara Khan on Wednesday, October 30, 2013 - 4 Comments

Like 23 Tweets 2 8+ 1 Share 1 Pin 1



AUTHORS

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Kara Khan

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Pursuits

5 Things to See and Do This Week

OCTOBER 28, 2013 | BY ELLE EICHINGER | PURSUITS

DO: Boo: A Halloween Ball at Chicago History Museum

Thursday, October 31, 7-11 p.m.

Haberdash men's shop presents a spooky Halloween bash at the Chicago History Museum. The event features theatrical performances of some of Chicago's creepiest tales alongside real artifacts related to each story. Music, mixologists, and magicians will be on-site for added fun; costumes can be worn. Find \$50 tickets at chicagohistory.org/boo. 1601 N. Clark St., 312-642-4600



Home » Fall/Festival/Other » Lincoln Park » Boo: A Halloween Ball

Boo: A Halloween Ball

This event occurred in the past.

1601 N. Clark St.
Chicago History Museum
\$40-\$50 | 312-642-4600
Lincoln Park | Website
★★★★★ 0 Reviews
Map | Find Parking



Get in the haunted mood with horror stories as told by Jessica Thebus, craft cocktails, "horror" d'oeuvres, music from DJ Nix and more.



Candid Candace

About Candace

Spooktacular Halloween Parties in Chicago

8+ 1 Tweet 10 Like 27 View comments

By Candace Jordan, October 12, 2013 at 1:37 pm



Looking for something spooky to do for Halloween? My top Halloween party picks are the **All Hallow's Eve Affair** at the **Boarding House** and **Boo: A Halloween Ball** at the Chicago History Museum. Both of these events will offer great fun at reasonable prices for wonderful causes. Read on....

ChicagoHistoryMuseum

SocialLife **CHICAGO**
DON'T MAKE A SCENE. MAKE *THE* SCENE

LIFESTYLE SOCIAL CALENDAR WHO'S WHO PHOTOS PHILANTHROPY

« All Events

This event has passed.

Boo: A Halloween Ball

October 31, 2013 @ 7:00 PM - 11:00 PM | \$50

Chicago History Museum celebrates Halloween with an evening of Chicago ghost stories and craft cocktails.



A Debonair Halloween Affair

OUT THERE

Haberdash and The Chicago History Museum are bringing the fashion of Fall and the spirit of Halloween together for a night of ghost stories, dancing, and general debauchery. Boo: A Halloween Ball promises a night of tried-and-true haunting tales from Chicago folklore along with the

Marketing

Advertising:

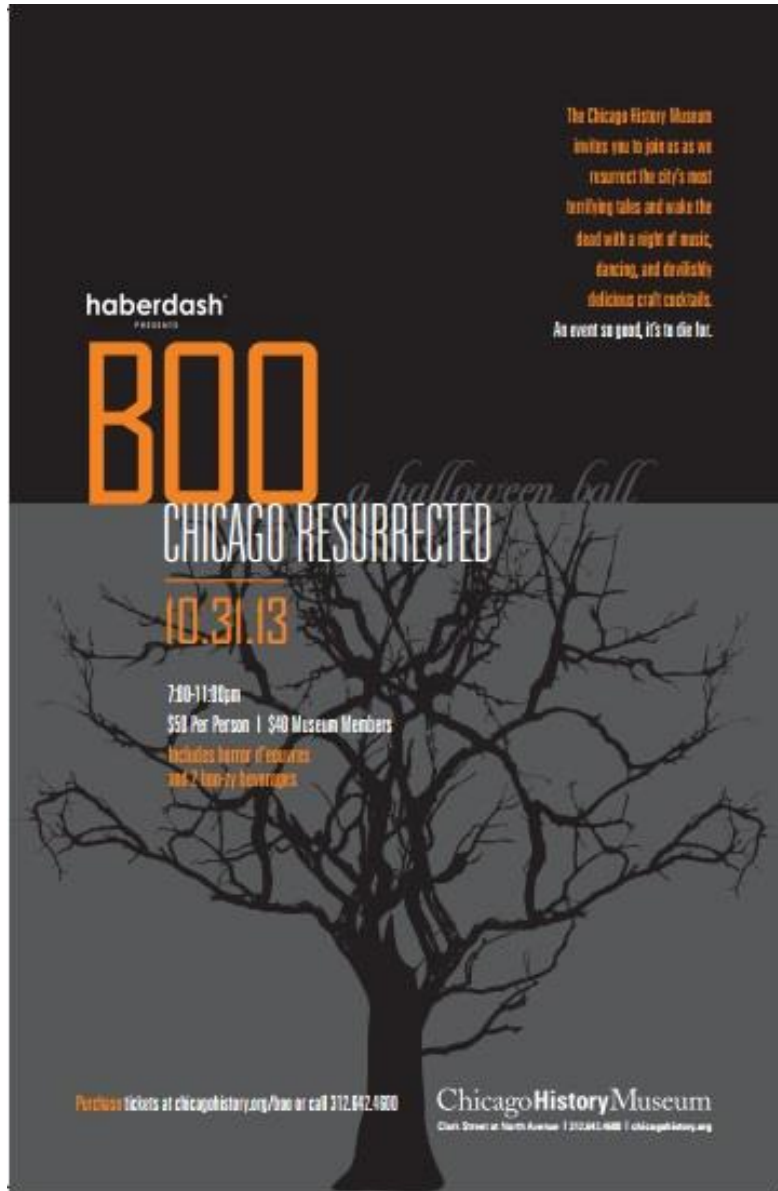
CTA Railcards on Brown line:



ChicagoHistoryMuseum

Poster and Handbill distribution: canvassing throughout near north neighborhoods, including Old Town, Gold Coast, Lincoln Park, and Lakeview

Poster:



ChicagoHistoryMuseum

Handbill:

haberdash[®]
PRESENTS

BOO

a halloween ball

CHICAGO RESURRECTED

10.31.13

ChicagoHistoryMuseum
Clark Street at North Avenue | 312.642.4600 | chicagohistory.org

The Chicago History Museum invites you to join us as we resurrect the city's most terrifying tales and wake the dead with a night of music, dancing, and devilishly delicious craft cocktails. Come dressed to impress in your most spooktacular costume for an event so good, it's to die for.

Thursday, October 31, 2013
7:00–11:00pm
\$50 Per Person / \$40 Museum Members
Includes horror d'oeuvres
and 2 boo-ty beverages

Purchase tickets at chicagohistory.org/boo
or call 312.642.4600

★ **RSVP** today for the chance to win
2 roundtrip tickets to your favorite haunt.

UNITED
Official Airline of the Chicago History Museum

ChicagoHistoryMuseum
Clark Street at North Avenue | 312.642.4600 | chicagohistory.org

★ See website for official rules

Event Photos



ChicagoHistoryMuseum



The Last Speakeasy: On the Eve of Repeal Event Recap

Hundreds of visitors dressed in their finest flapper and gangster garb to celebrate the 80th anniversary of the repeal of Prohibition on December 4th at the Chicago History Museum. *The Last Speakeasy* featured Templeton Rye complimentary whiskey cocktails, a 1930s style orchestra, novelty gambling tables, and Prohibition era storytelling.

The Chicago History Museum transported visitors to the 1930s for its second annual Prohibition-themed event, following the success of last year's *Cocktails and Capone*. Several special guests were on hand to continue the tradition, including Al Capone's grandniece Deirdre Marie Capone. Author Renee Rosen kept visitors riveted with her tales about Chicago's North Side and South Side Gangs, as researched for her novel *Dollface*. Pocket Guide to Hell engaged audiences with a theatrical re-enactment of the Dil Pickle Club, the famous bohemian nightspot.

Steve Anthony and His Society Orchestra set the mood to celebrate the historic evening before alcohol was fully legalized, with instructors demonstrating roaring 20s style dancing. Roulette and dice games, popular in the Prohibition era, were played throughout the night at novelty gambling tables. Templeton Rye mixologists showed guests how to make their own classic cocktails, such as an Old Fashioned and a Manhattan. The event concluded with the re-enactment of a Prohibition police raid and a countdown to Repeal.

Media Coverage

READER

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PEOPLE ISSUE » BEST OF CHICAGO » NEW YEAR'S EVE » STRAIGHT DOPE » SAVAGE LOVE » AGENDA » FUN

This is a past event.

Tweet 0Like 0+1 0

EMAIL

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COMMENTS

Speakeasy

When: Wed., Dec. 4 2013
Price: \$45

Period garb is encouraged for this prohibition-themed cocktail party, featuring big-band music by Steve Anthony & His Society Orchestra, storytelling by Paul Durica ([Pocket Guide to Hell](#)), and an appearance by Al Capone's grandniece. Templeton Rye craft cocktails for all who attend.

redeye

HOME NEWS TV&MOVIES MUSIC SPORTS EAT&DRI

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Home » Pop Culture » Eat & Drink

Wednesday: Eat. Drink. Do.

The Last Speakeasy
Chicago History Museum 1601 N. Clark St. 312-642-4600

Decadence rules at the 80th anniversary of the night before Prohibition repeal with a 1930s-style bash featuring family stories from Al Capone's grandniece, Deirdre Capone, bootlegging reenactments from Pocket Guide to Hell, period tales from author Renee Rosen ("Dollface"), gaming tables, live themed music, appetizers, desserts, Greenbush Brewing Company beer and classic cocktails and mixology demos from Templeton Rye. 6:30-10 p.m. \$45. Tickets: [chicagohistory.org/speakeasy](#)

ChicagoHistoryMuseum



Previous post Next post

5 best food events this week: December 3–December 9

Posted in #Chicago blog by Sofia Carlson on Dec 3, 2013 at 10:21am



The Drawing Room

Photo: Nick Murway

The Last Speakeasy: On The Eve of Repeal Celebrate the 80th anniversary of the repeal of the Prohibition by sipping on Templeton Rye cocktails while snacking on appetizers and desserts. Deirdre Capone, grandniece to the infamous mobster Al Capone, will also make an appearance for the occasion. *Chicago History Museum, December 4 at 6:30pm.*

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DNAinfo Chicago

IN YOUR NEIGHBORHOOD



NEWS

LOCAL LIFE

Lincoln Park & Old Town Arts & Entertainment Food & Drink

Things to Do in Lincoln Park and Old Town Wednesday



By Emily Morris on December 4, 2013 6:41am @EmilyMorris21

CHICAGO — Tomorrow might be thirsty Thursday, but Wednesday offers plenty of ways to imbibe with a Prohibition-repeal party, wine and whiskey specials, and a trivia night.

The Last Speakeasy at Chicago History Museum, 1601 N. Clark St., 6:30-10 p.m.



View Full Caption

Chicago History Museum



Last Speakeasy on Eve of Repeal

Posted on December 4, 2013 — Leave a Comment



DEC 4
WEDNESDAY: THE LAST SPEAKEASY ON THE EVE OF REPEAL
6:30-10pm · Chicago History Museum · \$35-\$45 · [Buy tickets here](#)

TCW

TODAY'S CHICAGO WOMAN

Smart Women. Smart Read. Smart Website.

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The Last Speakeasy

By **TCW** · Posted on November 26, 2013

Posted in:

Share: Facebook Twitter LinkedIn Pinterest Print Email

Date/Time

Date(s) - December 4

6:30 pm - 10:00 pm

Location

The Last Speakeasy



The Last Speakeasy: On The Eve of Repeal

Location:
Chicago History Museum
1601 N. Clark St.
Chicago Illinois 60614
United States



TODAY

Tuesday, December 31

GAPERS **** BLOCK

A WEB PUBLICATION • ESTABLISHED IN 2003 • CHICAGO, ILLINOIS

HOME ARTS BOOK CLUB FOOD MUSIC POLITICS SPORTS ARCHIVE

SLOWDOWN

BY DAY

Wednesday, December 04 2013

See events for the next four weeks »

PREVIOUS

December 03 2013

The Last Speakeasy @ History Museum

The Chicago History Museum, 1601 N. Clark St., hosts **The Last Speakeasy on the Eve of Repeal**, a party celebrating the 80th anniversary of the repeal of Prohibition, tonight from 6:30 to 10pm. Dress up in '30s era garb (no feathers, please) and enjoy Templeton Rye cocktails, ragtime jazz and other treats. **Tickets are \$45, \$35** for museum members. 21+

DO312

LATEST

MY312

THE LAST SPEAKEASY

PAST (12/4/2013) 6:30PM

CHICAGO HISTORY MUSEUM 2

C-Style Magazine Bringing you all that's hot and happening in the Windy City and beyond!

Magazine Home

DEC 4

Winning Wine Wednesdays: The 80th Anniversary Of The Repeal Of Prohibition. It's Going Down In Chicago!

Just when you thought **The Great Gatsby** (Al Capone gets too much pub!) had sailed off into the sunset, several Chicago establishments want you to "wild-out" tonight and tomorrow in celebration of the Repeal of Prohibition!

First up is the Chicago History Museum's "The Last Speakeasy on the Eve of Repeal" tonight from 6:30 to 10:00 p.m. Guests will enjoy a 1930's-style band, Prohibition Era storytelling, "Hooch" from **Templeton Rye Whiskey**, casino gambling, and a special appearance by Al Capone's grandniece, **Deirdre Marie Capone**.

Clark Street Lincoln Park

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2013 Spooktacular Highlights

2013 Scarecrows on Parade winners

Past Events

A Speakeasy! At Chicago History Museum!

Dec 4 6:30 pm - 10:00 pm
1601, N. Clark, Chicago, IL, 60614
[Driving Directions >](#)

Celebrate The End of Prohibition At A SPEAKEASY!

Weekend of Dec. 13-15, 2013

DNAinfo LINCOLN PARK / www.DNAinfo.com

PAGE A3

HELLZAPOPPIN'! History Museum Pops Cork for Prohibition Party



A flapper from Redmink Productions gets in the spirit.



To mark the 80th anniversary of the end of Prohibition, the Chicago History Museum held a party this month, complete with vintage cars, women dressed as flappers and men as gangsters. A '30s style band played while writer Paul Durica told Prohibition-era stories. Actors played '30s characters, and bartenders poured Templeton Rye, said to be based on an original Prohibition-era recipe.



From left to right: flapper from Redmink Productions, flapper from Redmink Productions, flapper from Redmink Productions, flapper from Redmink Productions.

ChicagoHistoryMuseum

Marketing

Advertising:

Handbill and Poster Distribution (distributed the week of November 4th): Distribution of handbills and posters throughout several neighborhoods, including Lincoln Park, Lakeview, Old Town and the Gold Coast. In addition to the neighborhood coverage, we also canvassed a combination of high-end liquor stores and grocers (Green Grocer, Whole Foods), wine shops (In Fine Spirits, The Poison Cup) and bars that specialize in artisan cocktails (The Red Door, The Green Mill).

Handbill:



ChicagoHistoryMuseum

Poster:



CTA interior Railcards (installed the week of November 4th, running throughout the month leading up to the event): Interior rail cards were installed throughout CTA cars on the Brown line.



Tribune Ads: (beginning on 11/8; ran every Friday leading up to the event). Weekly ½ page ads in Friday's "On the Town" section.

Client Name: Chicago History Museum

Ad Number: 1912970-1

Section/Page/Zone: On the Town/008/C

Advertiser: Chicago History Museum

Insertion Number: 1912970-1

Size: 10 x 10.5

Description: 12h

Color Type: 4 Colors

Publication Date: 11/08/2013

This electronic purchase order is for the Chicago Tribune on the date and page indicated. You may not create derivative works, or in any way exploit or reproduce any content.

A jazz bromance: Donald Harrison and Willie Pickens

By [Author Name]

Chicago's Willie Pickens is well known as a soulful, gritty blues musician. But when he picks up the saxophone, he transforms into a jazz player. This is the story of his partnership with Donald Harrison, a saxophone player who has been a part of the Chicago jazz scene for decades.

... [rest of the article text] ...

The Last SPEAKEASY ON THE EVE OF REPEAL

DECEMBER 4, 2013 // 6:30-10:00 P.M.

\$45/\$35 Members - includes craft, Tompkins & Co. cocktails - 21+.

ChicagoHistoryMuseum

Clark Street at North Avenue | 312.942.6800 | chicagohistory.org/speakeasy

Additional promotional efforts included:

Exterior Speakeasy banner: CHM installed an exterior banner promoting the event; it ran along the entire width of the café rail at the corner of North Ave. & Clark Street.

Flat screen and café signage in the museum interior, along with onsite handbill distribution

ChicagoHistoryMuseum

Event Signage: Event Announcements/Signage recognizing sponsor support

Program side 1:

The signage is a vertical poster with a black background and a decorative border of red and black floral patterns. It is divided into two main sections by a horizontal line. The top section contains event details and social media information. The bottom section features the event title and a welcome message.

Top Section:

ChicagoHistoryMuseum
312.642.4500 | chicagohistorymuseum.org
JOIN THE CONVERSATION AND SHARE YOUR EVENT PHOTOS @CHICAGOHistoryMUSEUM
TO GET \$20 OFF YOUR FIRST RIDE (EXCLUDES TAXI)
OF THE REPEAL OF PROHIBITION IF YOU ARE NEW TO CHICAGO, VISIT CHICAGOHistoryMUSEUM/REPEAL
OPEN IS SPOOKING RIDES TO CELEBRATE THE 80TH ANNIVERSARY
Drink Responsibly!

Bottom Section:

The Last
SPEAKEASY
ON THE EVE OF REPEAL

Welcome
DURING DAYLIGHT HOURS,
THIS JUICE JOINT POSES
AS THE CHICAGO HISTORY
MUSEUM, A MOST "ON THE
LEVEL" ESTABLISHMENT,
BUT TONIGHT WE'LL DIP
THE BILL AND DANCE THE
NIGHT AWAY.

Event Sponsor
TEMPLETON
RYE

ChicagoHistoryMuseum

ChicagoHistoryMuseum

Program side 2:

All shenanigans
WILL TAKE PLACE ON THE 2ND FLOOR OF THE MUSEUM. OUTTA SIGHT, OUTTA MIND. WE DON'T WANNA GET NAILED BY THE FUZZ, YA FOLLOW?

Casino gambling tables are for entertainment purposes only and are free and open to the public.

THINK YOU GOT WHAT IT TAKES TO BE THE BIG CHEESE?

VISIT EACH OF OUR SPEAKEASY STATIONS TO EARN YOUR STRIPES AS A CERTIFIABLE BOOTLEGGER.

(THE NUMBERS TO THE RIGHT MATCH THE LOCATIONS INDICATED ON THE MAP ABOVE.)

X	
1	<i>Dizzy with a dame?</i> "Dollface" author Renee Rosen discusses Prohibition from the female perspective. <i>(on the half hour)</i>
2	<i>Before and After:</i> Templeton Rye displays historic stills, one of which was destroyed in an actual raid.
3	<i>Got "the good stuff"?</i> Templeton Rye mixologists demonstrate how to make classic Prohibition Era cocktails.
4	<i>Rats and mice?</i> Try your luck at our novelty gambling tables.
5	<i>Calling all flappers!</i> Learn to cut a rug with our professional dance instructors to the tunes of Steve Anthony & His Society Orchestra.
6	<i>Think your date is the bee's knees?</i> Snap a photo with your favorite doll against our themed backdrop.
7	<i>"Step high, stoop low, and leave your dignity outside."</i> Pocket Guide to Hell recreates Dil Pickle Club, the influential and infamous jazz age bohemian nightspot. <i>(on the half hour)</i>
*	<i>Bootlegger's bonus: 'Get in with the Big Boss.'</i> Meet Deirdre Marie Capone, grandniece of Al and author of "Uncle Al Capone." (Ms. Capone will be meeting and greeting guests at various locations throughout the night.)

The Great Speakeasy on the Eve of the Appeal // December 4, 2013 // 6:30-10:00 p.m.

ChicagoHistoryMuseum

Email, Web & Social Media: Posts, Tweets, Web & Email coverage inclusive of presenting sponsor.

CHM web banner on homepage and dedicated event landing page:

<http://chicagohistory.org/speakeasy/>

Facebook Posts:

The screenshot shows the Facebook interface for the Chicago History Museum page. The top navigation bar includes the museum's name, a search bar, and links for Home, Beth, and a menu icon. Below the header, a status bar indicates the user is logged in as 'Chicago History Museum' with a link to 'Change to Beth Gervain Murin'. The main content area features two posts. The first post, dated December 4, 2013, is a text-based announcement about a Prohibition-themed event at 'The Last Speakeasy', mentioning the 80th anniversary of the repeal of Prohibition and providing a link to the event page. It includes a photo of a vintage pool table and a wooden barrel. The second post, also dated December 4, 2013, is a photo of two men in historical costumes (one in a top hat, the other in a police uniform) at an event. To the right of the posts is a 'Recent' activity list showing years from 2013 down to 1871, with an 'Opened' status at the bottom.

Chicago History Museum Timeline Recent Admin Panel Promote Page

You are posting, commenting, and liking as Chicago History Museum — [Change to Beth Gervain Murin](#)

9 people like this.

Write a comment...

407 people saw this post

Chicago History Museum shared Chicago History Museum's album.
December 4, 2013

Who attended last year's Prohibition-themed event? We're having another one tonight! Tickets are still available at the door: <http://chicagohistory.org/speakeasy>

Cocktails & Capone (34 photos)

Chicago History Museum
December 4, 2013

Break some rules tonight here at The Last Speakeasy! We're celebrating the 80th anniversary of the repeal of Prohibition with some good old fashioned fun! Tickets still available at the door: <http://chicagohistory.org/speakeasy/>

Like · Comment · Share

11 people like this.

Write a comment...

622 people saw this post

Chicago History Museum
December 4, 2013 · Edited

Chicago fashion designer Tommy Walton mentored members of the YMCA; Black & Latino Achievers Fashion Club for our 5th

Recent

2013
2012
2011
2010
2009
2008
2006
1988
1972
1932
1920
1896
1874
1871
Opened

ChicagoHistoryMuseum

Twitter:



Renee Rosen @ReneeRosen1 5 Dec

Some fun pics from the #RoaringTwenties party last night at the @ChicagoMuseum. #Flappers #prohibitionrepealday
pic.twitter.com/pQVGyKnVzn

Retweeted by ChicagoHistoryMuseum



Expand Reply Retweet Favorite More



ChicagoHistoryMuseum @ChicagoMuseum 4 Dec

Thanks to @templetonrye for joining us at our #speakeasy event, and for providing delicious #cocktails tonight!
pic.twitter.com/QwPL6Cj472



Expand Reply Retweet Favorite More



ChicagoHistoryMuseum @ChicagoMuseum 4 Dec

Breaking rules here tonight at The Last #Speakeasy with good old fashioned fun! pic.twitter.com/y3bWpFED4Z

View photo Reply Retweet Favorite More

ChicagoHistoryMuseum

TimeOut Eblast: Sent to over 32,000 opt in subscribers on their "Consume" food/drink targeted list

From: Time Out Chicago Promotions [<mailto:newsletter@timeoutchicago.com>]

Sent: Monday, November 25, 2013 10:49 AM

To: dedicatedemailtest@timeoutchicago.com

Subject: Cocktails & Capone: Party at The Last Speakeasy



The Last
SPEAKEASY
ON THE EVE OF REPEAL

DECEMBER 4, 2013 // 6:30-10:00 P.M.

\$45/\$35 Members
includes complimentary craft Templeton Rye cocktails • 21+

WITH A 1930S-STYLE BAND AND PLENTY OF HOOCH ON HAND, LET'S DEFY THE ENFORCERS OF THE 18TH AMENDMENT AND CELEBRATE THE 80TH ANNIVERSARY OF THE REPEAL OF PROHIBITION.

ENTERTAINMENT INCLUDES:
Steve Anthony & His Society Orchestra // Prohibition Era
Storytelling by Paul Durica of *Pocket Guide to Hell*
Dollface author Renee Rosen // Novelty Gambling Tables
Special Appearance by Al Capone's grandniece, Deirdre Capone

 **TEMPLETON**
"HOMEBREWED IN CHICAGO"
RYE
Event Sponsor


Special thanks to the
Chicago Park District for their support.

ChicagoHistoryMuseum
Clark Street at North Avenue | 312.642.4600 | chicagohistory.org/speakeasy

Casino gaming tables are for entertainment purposes only and are free and open to the public.

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Event Photos



ChicagoHistoryMuseum



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Chicago History Bowl Initiative recap

The Chicago History Museum partnered with NBC 5 Chicago to invite Chicagoans to submit their ideas and vote for which Chicago story they would like to be presented as a future exhibition at the museum. This crowdsourcing initiative, sponsored by HERE, is the first of its kind to open the topic submission and decision process for an exhibition entirely up to the public. Chicagoans submitted their ideas for an exhibition from October 14 to November 3. The top 16 ideas from the submission phase were identified as:

Chicago Authors vs. Chicago in Pop Culture

Food & Drink vs. Music

Prohibition Era/ Roaring 1920s vs. Sports

The Great Chicago Fire vs. Weather

Chicago's Women vs. Innovators and Entrepreneurs

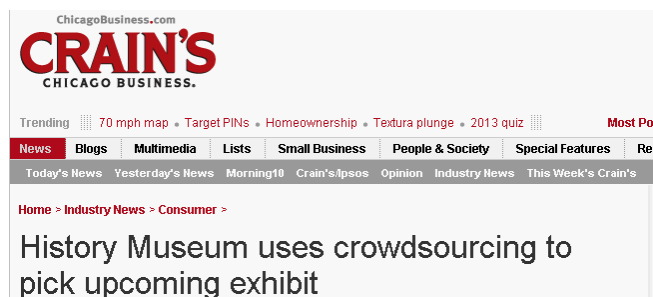
Labor & Industry vs. Neighborhoods

Architecture vs. Lake Michigan/Chicago River

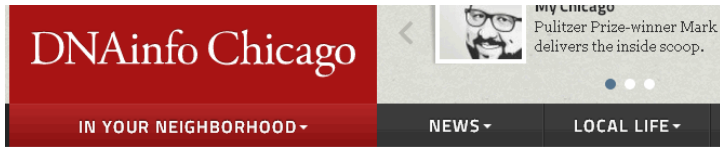
Marshall Field's vs. Transportation

These top 16 were voted upon in four rounds of a bracket-style tournament called the Chicago History Bowl. The final four ideas, voted upon by the public, were: Prohibition, Chicago Authors, Neighborhoods, and Architecture. In the final round, Chicagoans voted Chicago Authors as the topic they wanted to see as a future exhibition. One participant won a weekend for two at the Palmer House Chicago and a year-long membership to the Chicago History Museum.

Media Coverage

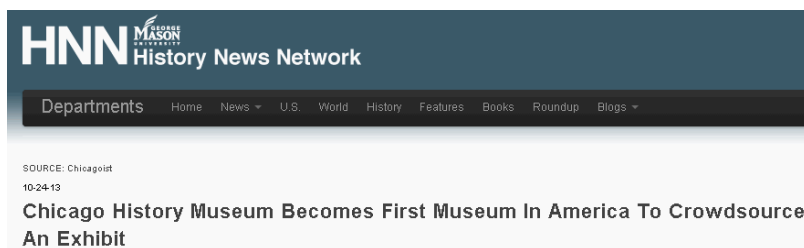


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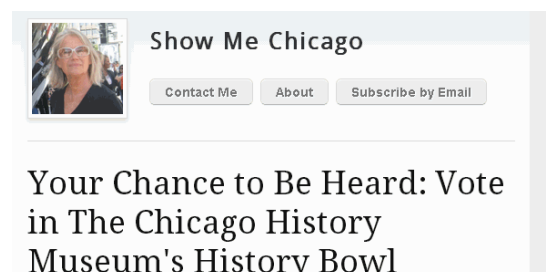
Lincoln Park & Old Town Arts & Entertainment CHI Kids Education

Chicago History Museum Crowdsources Ideas for New Exhibit



Text December 10, 2013

Museum News: The Chicago History Bowl - Embracing the Crowd



ChicagoHistoryMuseum

Marketing

Electronic Advertising: Mobile and web ads appearing on NBC5 Chicago homepage takeover:



ChicagoHistoryMuseum



Web Submission: Creative for the submission/voting pages for the Chicago History Bowl contest, administered by NBC5 Chicago's Facebook page.

Phase 1: Submission stage:

CHICAGO HISTORY BOWL

YOUR CITY. YOUR MUSEUM. YOUR CHOICE.

PRESENTED BY

ENTER FOR YOUR CHANCE TO WIN A WEEKEND FOR TWO AT THE PALMER HOUSE AND A MEMBERSHIP TO THE CHICAGO HISTORY MUSEUM!

IN 100 CHARACTERS OR LESS, TELL US WHAT CHICAGO STORY YOU'D LIKE TO SEE PRESENTED AT THE CHICAGO HISTORY MUSEUM:

Type text here...

Full Name*

E-Mail*

Address*

City* State* Zip Code*

mm* dd* yyyy*

☐ I agree to the Rules & Regulations. *

☐ Yes, I'd like to receive more information from the Chicago History Museum.

Submit Entry >

ChicagoHistoryMuseum

YOU MUST BE AT LEAST 18 YEARS OF AGE TO BE ELIGIBLE TO WIN.

STAY TUNED TO SEE WHICH IDEAS MAKE IT TO THE CHICAGO HISTORY BOWL, A TOURNAMENT TO DETERMINE A FUTURE CHICAGO HISTORY MUSEUM EXHIBITION.

CHICAGO HISTORY BOWL

YOUR CITY. YOUR MUSEUM. YOUR CHOICE.

PRESENTED BY

ENTER FOR YOUR CHANCE TO WIN A WEEKEND FOR TWO AT THE PALMER HOUSE AND A MEMBERSHIP TO THE CHICAGO HISTORY MUSEUM!

I would love to see Tesla Vs. Edison at the World's Fair exhibit! #chicagohistory

SHARE YOUR ENTRY

MAKE SURE TO COME BACK NOVEMBER 11, 2013 TO VOTE ON CHICAGO'S TOP 16 EXHIBITION IDEAS!

OTHER PEOPLE TALKING ABOUT THE CHICAGO HISTORY MUSEUM

CHICAGO BULLS! Michael Jordan is the best!!! #chicagohistory yesterday

Chicago fashion is so interesting! Merchandise Mart history exhibit is my vote! #chicagohistory yesterday

Deep dish pizza and chicago dogs. Best food in the USA! #chicagohistory yesterday

Wrigley field! Such an icon. #chicagohistory

twitter JOIN THE CONVERSATION

ChicagoHistoryMuseum

STAY TUNED TO SEE WHICH IDEAS MAKE IT TO THE CHICAGO HISTORY BOWL, A TOURNAMENT TO DETERMINE A FUTURE CHICAGO HISTORY MUSEUM EXHIBITION.

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ChicagoHistoryMuseum

Phase 2: Voting

CHICAGO HISTORY BOWL

YOUR CITY. YOUR MUSEUM. YOUR CHOICE.

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ENTER FOR YOUR CHANCE TO WIN A WEEKEND FOR TWO AT THE PALMER HOUSE AND A MEMBERSHIP TO THE CHICAGO HISTORY MUSEUM!

WEATHER

- ☐ The Blizzard of '67
- ☐ Chicago's Deadliest Tornado
- ☐ Lake Michigan's 26-Foot Waves
- ☐ Heat Wave of '95

ROUND 1 VOTING
NOVEMBER 11 - NOVEMBER 17

WHAT EXHIBITION WOULD YOU LIKE TO SEE AT THE CHICAGO HISTORY MUSEUM?
VOTE FOR ONE OPTION FROM EACH CATEGORY

FINALIST

WINNER

FINALIST

ARTS & CULTURE

- ☐ Chicago Architecture
- ☐ Chicago on Film
- ☐ Chicago Fashion
- ☐ The Chicago World's Fair - Tesla Vs. Edison

CULINARY

- ☐ Classic Chicago Foods
- ☐ Chicago's Michelin Guide
- ☐ Famous Chefs
- ☐ Prohibition - Old Rose Distillery Co.

SPORTS


- ☐ The Chicago Bulls
- ☐ The Chicago Bears
- ☐ The Birth of the National Football League
- ☐ Wrigley Field

☐ I agree to the Rules & Regulations. *
☐ Yes, I'd like to receive more information from the Chicago History Museum.

ChicagoHistoryMuseum YOU MUST BE AT LEAST 18 YEARS OF AGE TO BE ELIGIBLE TO WIN.

CHICAGO HISTORY BOWL

YOUR CITY. YOUR MUSEUM. YOUR CHOICE.

PRESENTED BY 

ENTER FOR YOUR CHANCE TO WIN A WEEKEND FOR TWO AT THE PALMER HOUSE AND A MEMBERSHIP TO THE CHICAGO HISTORY MUSEUM!

I just voted in the Chicago History Bowl!
#chicagohistory

MAKE SURE TO COME BACK NOVEMBER 25, 2013 TO VOTE ON CHICAGO'S TOP 8 EXHIBITION IDEAS!


OTHER PEOPLE TALKING ABOUT THE CHICAGO HISTORY MUSEUM


CHICAGO BULLS!
Michael Jordan is the best!!
#chicagohistory
yesterday

Chicago fashion is so interesting!
Merchandise Mart history exhibit is my vote! #chicagohistory
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Deep dish pizza and chicago dogs.
Best food in the USA!
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yesterday

Wrigley field! Such an icon.
#chicagohistory
yesterday

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CHICAGO HISTORY BOWL

YOUR CITY. YOUR MUSEUM. YOUR CHOICE.

PRESENTED BY 

ENTER FOR YOUR CHANCE TO WIN A WEEKEND FOR TWO AT THE PALMER HOUSE AND A MEMBERSHIP TO THE CHICAGO HISTORY MUSEUM!

WEATHER

- ☐ The Blizzard of '67
- ☐ Heat Wave of '95

ROUND 2 VOTING
NOVEMBER 25 - DECEMBER 1

WHAT EXHIBITION WOULD YOU LIKE TO SEE AT THE CHICAGO HISTORY MUSEUM?
VOTE FOR ONE OPTION FROM EACH CATEGORY

FINALIST

WINNER

FINALIST

ARTS & CULTURE

- ☐ Chicago on Film
- ☐ The Chicago World's Fair - Tesla Vs. Edison

CULINARY

- ☐ Classic Chicago Foods
- ☐ Prohibition - Old Rose Distillery Co.

SPORTS

- ☐ The Birth of the National Football League
- ☐ Wrigley Field

☐ I agree to the Rules & Regulations. *
☐ Yes, I'd like to receive more information from the Chicago History Museum.

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CHICAGO HISTORY BOWL

YOUR CITY. YOUR MUSEUM. YOUR CHOICE.

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ENTER FOR YOUR CHANCE TO WIN A WEEKEND FOR TWO AT THE PALMER HOUSE AND A MEMBERSHIP TO THE CHICAGO HISTORY MUSEUM!

I just voted in the Chicago History Bowl!
#chicagohistory

MAKE SURE TO COME BACK DECEMBER 9, 2013 TO VOTE ON CHICAGO'S TOP 4 EXHIBITION IDEAS!


OTHER PEOPLE TALKING ABOUT THE CHICAGO HISTORY MUSEUM


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#chicagohistory
yesterday

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yesterday

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CHICAGO HISTORY BOWL

YOUR CITY. YOUR MUSEUM. YOUR CHOICE.

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ENTER FOR YOUR CHANCE TO WIN A WEEKEND FOR TWO AT THE PALMER HOUSE AND A MEMBERSHIP TO THE CHICAGO HISTORY MUSEUM!

FINAL FOUR VOTING DECEMBER 9 - DECEMBER 15


WHAT EXHIBIT WOULD YOU LIKE TO SEE AT YOUR CHICAGO HISTORY MUSEUM?
VOTE FOR ONE OPTION.


EVENTS


CULTURE


PLACES

PEOPLE


☐ Prohibition Era / Roaring 1920's


☐ Chicago Authors


☐ Architecture


☐ Neighborhoods


ChicagoHistoryMuseum

☐ I agree to the Rules & Regulations. *
☐ Yes, I'd like to receive more information from the Chicago History Museum.
☐ Yes, I'd like to receive information about future promotions from NBCS Chicago.

STAY TUNED TO NBC 5 CHICAGO AND VISIT CHICAGOHISTORY.ORG TO SEE WHICH EXHIBITION IDEA CHICAGO CHOOSES!

CHICAGO HISTORY BOWL


YOUR CITY. YOUR MUSEUM. YOUR CHOICE.

PRESENTED BY 

ENTER FOR YOUR CHANCE TO WIN A WEEKEND FOR TWO AT THE PALMER HOUSE AND A MEMBERSHIP TO THE CHICAGO HISTORY MUSEUM!


I just voted for PROHIBITION ERA/ROARING 1920s to be a future exhibition at the Chicago History Museum! #chicagohistory
Vote now: bit.ly/11VPaIr

OTHER PEOPLE TALKING ABOUT THE CHICAGO HISTORY MUSEUM




KouponKat
@KouponKat
15 Nov

I just voted in the Chicago History Bowl! #chicagohistory Vote now: bit.ly/11VPaIr




History Singers
@History_Singers
14 Nov

A sort of Spoon River Anthology re. the lives of #ForestPark's famous dead: amazon.com/Prairie-River... #newbook #reading #ChicagoHistory




Rachal Hummer
14 Nov

STAY TUNED TO NBC 5 CHICAGO AND VISIT CHICAGOHISTORY.ORG TO SEE WHICH EXHIBITION IDEA CHICAGO CHOOSES!



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NBC Coverage: History Bowl media coverage on NBC live noon newscasts on October 14, October 28 and January 4

TV Commercial: 17 History Bowl commercials (2 different creatives) ran on NBC Chicago over the course of the contest.

Email, Web & Social Media:

E-blasts were sent to CHM's entire newsletter list at each phase of the contest, mentioning HERE as presenting sponsor.

A Countdown to the Announcement page was made on CHM website:

Chicago History Bowl

Your City. Your Museum. Your Choice.

Chicago Authors Wins!

“We asked Chicago to give us an assignment, and we are excited to present Chicago Authors as a future exhibition at the Museum.”

— Museum President Gary T. Johnson

In the final round of voting, for the Chicago History Bowl, Chicago Authors beat out Prohibition Era and The Roaring 20's, Neighborhoods, and Architecture as a future exhibition topic at the Museum.

Now our work begins. If you have any thoughts or suggestions regarding Chicago Authors, please send them to historybowl@chicagohistory.org.



Presented by Maps for Life

ChicagoHistoryMuseum

The contest generated lots of interest on social media (examples below).

**ChicagoHistoryMuseum**
@ChicagoMuseum

  **Following**

Chicago Authors won our [#HistoryBowl!](#) The topic will be a future exhibition at the Museum. Thanks to presenting sponsor, [@here!](#)

 Reply  Retweet  Favorite  More

RETWEETS
12

FAVORITES
2



10:26 AM - 7 Jan 2014

Reply to [@ChicagoMuseum](#) [@here](#)

**Kinzie Hotel** @KinzieHotel · Jan 7
Great choice [@ChicagoMuseum](#) [@here!](#) Can't wait for the exhibition to open! [#Chicago](#) [#authors](#) [#museums](#) :)
[Details](#)  Reply  Retweet  Favorite  More

**Annie Moving In** @AnnieMovingIn · Jan 7
YAY!!! I would LOVE to help create this exhibit.
MT" [@ChicagoMuseum](#): Chicago Authors won our [#HistoryBowl!](#)"
[Details](#)  Reply  Retweet  Favorite  More

**Stacy** @owlriginal · Jan 7
[@ChicagoMuseum](#) [@here](#)—Very excited this topic is the winner!

ChicagoHistoryMuseum



ChicagoHistoryMuseum

@ChicagoMuseum



Following

3 days until we reveal the winner of our [#HistoryBowl](#), sponsored by [@here](#)! Watch the reveal live on [@nbcchicago](#) chicagohistory.org/history-bowl/

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

RETWEETS

2



11:50 AM - 3 Jan 2014

Reply to [@ChicagoMuseum](#) [@here](#) [@nbcchicago](#)