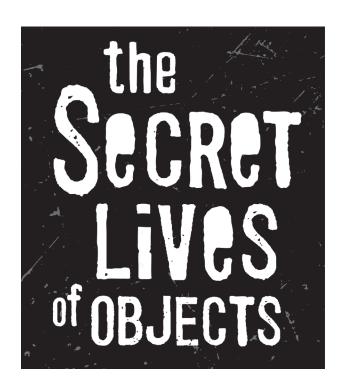
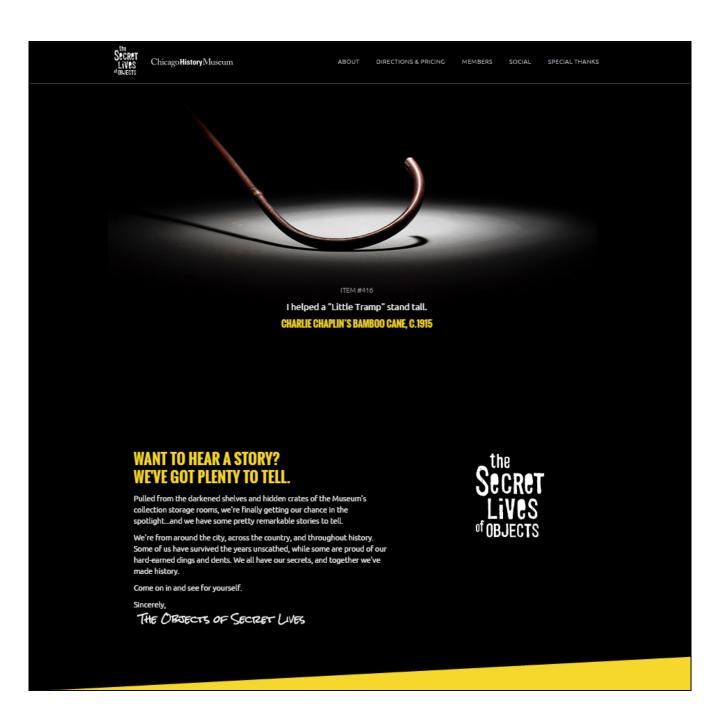


Marketing Communications & PR Campaign Strategy



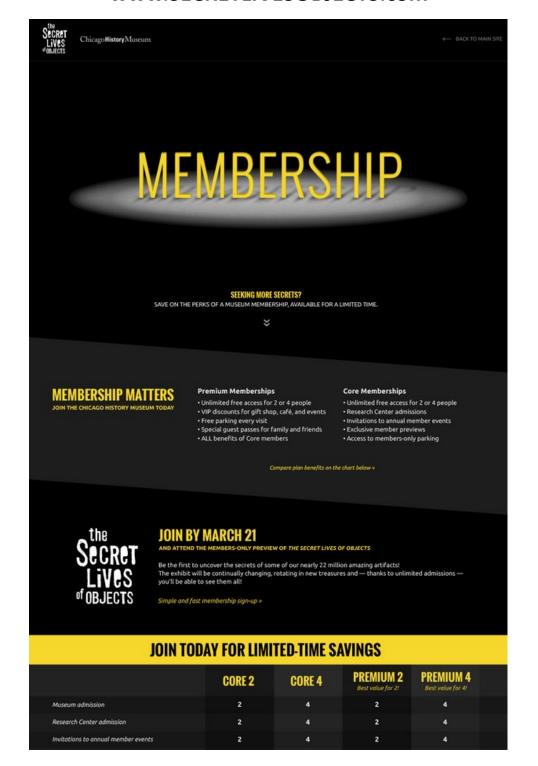
Monday, March 2 The Secret Lives of Objects Microsite Goes Live

www.SECRETLIVESOBJECTS.com



Monday, March 2 The Secret Lives of Objects Microsite/MEMBERSHIP page Goes Live

www.SECRETLIVESOBJECTS.com



Monday, March 2 CTA Bus King Creative Starts 8-week Rotation - North Park Garage Buses (Lincoln Park, Gold Coast, Old Town, Loop, etc.)











OPENS MARCH 21 SECRETLIVESOBJECTS.COM

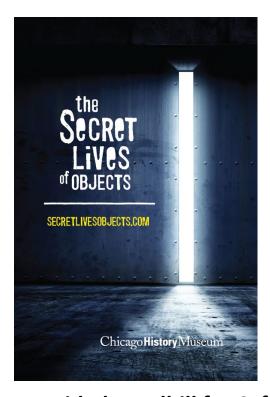
Chicago History Museum
Clark Street at North Avenue | Chicagohistory.org

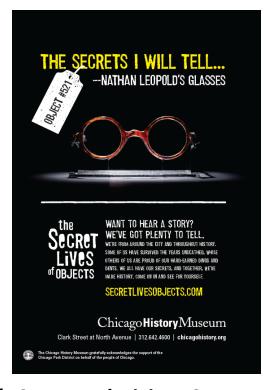
And the second s

Monday, March 2 Interior Chicago History Museum Signage Is Displayed



Rotating Flat Screen Creative





Two-sided Handbill for Café, Store and Visitor Counters, as well as tradeshow and festival handouts

Monday, March 2 Interior Chicago History Museum Signage Is Displayed





Elevator Poster

Café Table Display Inserts

Monday, March 2 The Secret Lives of Objects Spring Acquisition Launches – Email #1



Thursday, March 5 **Public Relations Campaign Kicks Off With Deployment of Press** Kit With Ample Media Outreach To Follow

Chicago **History** Museum FOR IMMEDIATE RELEASE MEDIA CONTACT: Emily Osborne | Chicago History Museum | 312.799.2161 | osborne@chicagohistory.org Links to Chicago's Past Emerge with The Secret Lives of Objects New exhibition at the Chicago History Museum uncovers hints to objects' mysterious roles in history CHICAGO, III. (March 5, 2015)— \underline{Mhg} , spark led to the deadliest single-building fire in U.S. history? How did a pair of eyeglasses crack the case of one of the city's most notorious murders? And why did one bamboo cane survive unscathed after a performance with Charlie Chaplin? The Chicago History Museum proudly announces a new exhibition in which objects extraordinary and unfamiliar emerge from the Museum's protected vaults to tell their tales and shine a light on their mysterious pasts. Of the Museum's 22 million artifacts, just more than 40 have been carefully selected for the exhibit. Whether they be artistic words, key evidence from crime scenes or evenday objects, one thing all the items in The Secret Lives of Objects have in common its that they serve as illeless witnesses to Olicago's infolistory, tanglible clues Among the noteworthy objects on display, some shown for the first time, are: Nathan Leopold's eyeglasses, which implicated he and Richard Loeb in the murder of Bobby Franks The electric typewriter used by the syndicated advice columnist Ann Landers The teach systemic use of year synitatic based source countries, similar bases of more than 600 lives. The lamp that started the frequisit Theatre fire in 1903, resulting in the loss of more than 600 lives. The lagendary Booth One from the Chicago Pump Room. The table from the Appomatric Countri House on which General Robert E. Lee signed a surrender to General Ulysses S. Grant ending the Civil War. "Not a day goes by at the Chicago History Museum that artifacts don't bection us from their shelves, offering to deliver - or deny - hints of the role they once played," said John Russick, director of curstorial affairs, and lead curator for the exhibit. "We chose items for the exhibit because of the remarkable window they provide into the past, allowing us to connect to people, periods of time and events." To help tell these objects' stories, the Chicago History Museum aligned with Manuel Cinema, a Chicago-based cinematic shadow puppetry company that uses dinematic motifs, original music, and detailed sound design to tell immersive, theartical parartises. Using their trademark cinematic puppetry techniques with cinemiate camera movement and depth of field, they will shed light on some of the exhibitions more colorful objects by creating a series of videos.

Chicago History Museum Description: Not a day goes by at the Chicago History Museum that artifacts don't beckon to us from their shelves, offering to deliver—or deny—hints of their mysterious pasts. They bear witness to history in their own remarkable ways. The Secret Lives of Objects is an exhibition in which objects extraordinary and The Secretary of volgets as a resulting in white togets. Secretary many and familiar emerge from the valuts of the museum's collection storage to tell their tales. Whether they are as decadent as diamonds, as telling as crime evidence, or as perplexing as forms of outmoded technology, they all promise to give us pause, and to make us ponder what stories they may reveal. March 21, 2015 through 2018 **Exhibition Dates: Exhibition Highlights:** Entertainer Charlie Chaplin's bamboo cane
 Nathan Leopold's eyeglasses, which implicated he and Richard Loeb in the murder of Bobby Franks The electric typewriter used by the syndicated advice columnist Ann Landers . The lamp that started the Iroquois Theatre fire in 1903, resulting in the loss of more than 600 lives The legendary Booth One from the Chicago Pump Room The table from the Appomattox Court House on which General Robert E. Lee signed a surrender to General Ulysses S. Grant ending the Civil War Exhibition Hours: Monday through Saturday - 9:30 a.m. to 4:30 p.m. Sunday - 12:00 p.m. to 5:00 p.m. The exhibition is included with Museum admission of \$14 adults/\$12 seniors and students, and free for Children 12 years of age and younger. Please visit www.chicagohistory.org for a schedule of Illinois Resident Discount Days, offering free admission to the Museum www.secretlivesobjects.com

Press Release

ABOUTTHE CHICAGO INSTORM NUSEUM
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The Secret Lives of Objects opens at the Chicago History Museum Saturday, March 21. For more information, visit www.secretiivesobjects.com.

Exhibitions Fact Sheet

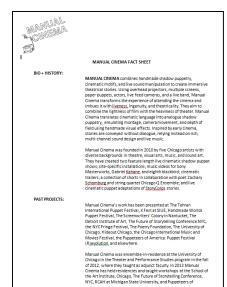
Chicago History Museum Fact Sheet ADDRESS: 1601 North Clark Street Chicago, Illinois 60614-6038 312-642-4600 www.chicagohistory.org MUSEUM HOURS: Monday - Saturday. Monday - Saturday, 9:30 a.m. - 4:30 p.m. Sunday, 12 noon - 5:00 p.m. RESEARCH CENTER HOURS: GENERAL ADMISSION: \$14 adults, \$12 seniors (65+)/students (13-22) Free for children 12 and under. NO LIUX The Chizage I Historical Society was founded in April 1856 by the city's leading entrepreneurs to document. Chizage's transformation from a frontier town into an alignor urban center. The Society's printin science of the 1800 control of In 2006, the Chicago Historical Society amounced its new name: Chicago History Museum. The Must Feature sits Costume and Teatile Sallery, declarated to displaying changing solitorist and sufficient Maneum's reconvoiced costume and teatile collection, the Sozam Family Obsider 15 Callery, where Community of Sallery with chapters of Chicago Sallery and Sallery and Sallery with Community Sallery with epigores Chicago Sallery expects and places. The Executive Ming Pouses the long-term enhibitors, Chicago Constroade Sallery expects and places. The Executive Ming Pouses the long-term enhibitors. Chicago Constroade Sallery expects and places. The Executive Ming Pouses the long-term enhibitors. Chicago Constroade Sallery expects and places. The Executive Ming Pouses the long-term enhibitors. The Sallery expects of the Chicago Room, an event space connected to William Plass and developing Lincoln Park.

ABOUT THE CHICAGO HISTORY MUSEUM

Chicago **History** Museum



The collection includes 22 million artifacts organized into seven main holdings: Archives and Manuscripts, Architecture; Costumes; Decorative and industrial Arts; Prints and Photographs; Painting and Sculpture; and Library materials: The collection is kept and maintained at several locations including the Museum of the print of the print



Director of Curatorial Affairs

John Russick

Chicago History Museum (Director of Curatorial Affairs, 2011-Cheago History Museum (Urrector of Curatorial Affairs, 2011-present; Senior Curator, 2008-2010, Curator, 2003-2008, Exhibit Developer, 1989-2003); Museum of Anatolian (Civilizations, Ankara, Turkey (Exhibit Developer); Texas State Memorial Museum (Exhibit Developer); Texas State Preservation Board (Exhibits Coordinator), National Museum of American History (Exhibits Coordinator); Field Museum of Natural History (Exhibits Ospecialist);

Education: M.S., Architectural Studies, University of Texas at Austin, 1996, Specialization: Historic Preservation; B.A., History; Northern Illinois University, DeKalb, Illinois, 1987.

John Russick leads the museum's curatorial staff and directs curatorial initiatives for Museum. Since arriving in 1998, Russick has led the development of a host of exhibitionation (2009), Mapping Chicago, The Past and the Passable (2007); The Museum's children's gallery, Sensing Chicago, which received a honorable mention in the 2007 Association of American Museume's exhibition competing (2006); Imagining Chicago, The Dioranas (2006); Leopoid and Loeb: The "Perfect" (2004); Fashion, Flappers' in All Thar Jasz (2001); Our of the Loop: Neighborhood Vc (2001); and Thar's Good Neval Chicago and the Birth of Gospel Music (1999).

His most recent publication, Connecting Kids to History with Museum Exhibitions (Left Coast Press) was co-edited with D. Lynn McRainey and released in February 2010. Other recent publications include a chapter in the edited volume, Sports in Chicago, University of Illinois Press, edited by Eliott Gorn (2008), and Historic Photos of Chicago Crime: The Capone Ex Turner Publishing (2007), which features nearly 200 images from the Chicago History Museum's photography collection.

Russick served as a consultant on the 2011 Florentine Films documentary, Prohibition Nussick served as a consultant on the 2UI1 I Horentine Hims documentary, Prohibition, discreted by Ken Burns and Lynn Novick. Since 2009 he has congained the American discreted by Ken Burns and Lynn Novick. Since 2009 he has congrised the American Served as Vise Chair of the Chaope History Museum's Visioning Committee, an initiative across the Vise Chair of the Chaope History Museum's Visioning Committee, an initiative Auto-American Served Served

Russick has won awards for both his preservation work and his exhibition label writing

Curator Bio

The Chicago Tribune's Sunday Main News Running Sunday, March 8



Two ¼ page "Checkerboard" ads



Monday, March 9 – March 31 The Secret Lives of Objects Spring Acquisition Retargeting Banner Ads Begin Rotation

NOW REVEALING SECRET MEMBERSHIP SAVINGS Chicago History Museum





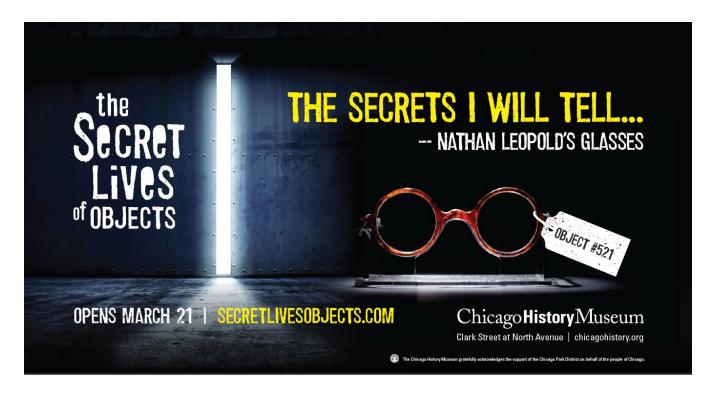




Tuesday, March 10 The Secret Lives of Objects Spring Acquisition – Email #2 Drops (Retargeting Banner Ads Continue)



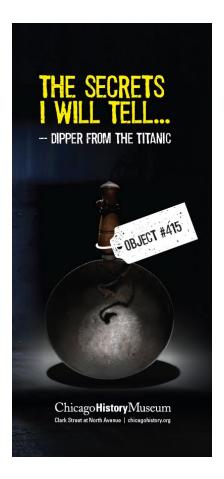
The Chicago Tribune's RedEye Running Wednesday, March 11



The Chicago Tribune's Sunday Main News Running Sunday, March 15



Two ¼ page "Checkerboard" ads



Wednesday, March 18 The Secret Lives of Objects Spring Acquisition Postcards Arrive to Households As Final Incentive for Membership Offering



Chicago History Museum Become a member today and Members enjoy unlimited visits to the Museum and Research Center, plus: Savings on tours and special events like the Tell Me More, Tell Me you'll not only save money -More! member exclusive on May 19 you can be among the first - Our Chief Historian and Director of Curatorial Affairs will reveal to see our new exhibit, previously undisclosed facts and tales about the objects VIP discounts at our gift shop and café The Secret Lives of Objects, Members' e-newsletter and quarterly calendar of events at a members-only preview See our website for all the benefits of membership. where staff members will JOIN AT 312.642.4600 OR VISIT SECRETLIVESOBJECTS.COM further indulge your curiosity. 1601 N. Clark St.

Wednesday, March 18 The Secret Lives of Objects Spring Acquisition – Email #3 Drops (Retargeting Banner Ads Continue)



The Chicago Tribune's RedEye Running Wednesday, March 18





Dedicated PR Efforts Continue Throughout the Year.