

News Release

FOR IMMEDIATE RELEASE:

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COMING SOON TO THE DETROIT HISTORICAL MUSEUM: MOTOWN BLACK & WHITE!

DETROIT- The Detroit Historical Museum is proud to present *Motown Black & White* in the Community Gallery from **Saturday, April 16 – July 3, 2016**. An invitation-only *MB&W* red carpet premiere is scheduled for **Thursday, April 21 at 6:00 PM**.

Motown Black & White is based upon the highly coveted Motown book Hype & Soul: Behind the Scenes at Motown by Al Abrams (Pub. 2011). It will also unveil the cover of Abrams' yet unreleased book, titled High On Soul: Tell Me It's Just a Rumor Berry (Pub. Date 2017).

Motown Black & White is a rearview and forward visual look at Motown through the lens of Al Abrams, an eighteen-year-old white Jewish kid from a Detroit working class family who became Motown's iconic press officer. Abrams created the magic media auras that surrounded almost all of Motown's stars, including Berry Gordy, The Supremes, Temptations, Four Tops, Smokey Robinson & The Miracles, Mary Wells, Marv Johnson, Martha & The Vandellas, Stevie Wonder, and Marvin Gaye, among others. He "hyped" the "hits," derailed the gossip, and created the myths. Motown Black & White allows Detroiters to bask in the spotlight of knowing that Motown music is their music. It was made in Detroit.

*Please note that Al Abrams passed away on October 3, 2015. **Abrams will receive a Distinguished Music Award posthumously at the Detroit Music Awards event at the Fillmore Theatre on Friday, April 29**—a fitting tribute to honor Detroit's iconic Motown press officer. Further Information on the *MB&W* Collection and Exhibit can be found at: **motownblackwhite.com** or **detroithistorical.org**

The **Detroit Historical Museum**, located at 5401 Woodward Ave. (NW corner of Kirby) in Midtown Detroit, is open to the public Tuesday through Friday from 9:30 a.m. to 4 p.m. and Saturday and Sunday from 10 a.m. to 5 p.m. Admission is free for all, all the time. Parking in the Museum's lot is \$7 at all times. Group tour pricing and information is available by calling 313.833.7979. Permanent exhibits include the famous *Streets of Old Detroit*, the *Allesee Gallery of Culture*, *Kid Rock Music Lab*, *Doorway to Freedom: Detroit and the Underground Railroad*, *Detroit: The "Arsenal of Democracy,"* the *Gallery of Innovation*, *Frontiers to Factories*, *America's Motor City*, and *The Glancy Trains*. For more information, call the Museum at **313.833.1805** or check out our website at **detroithistorical.org**.