Where the past is present

DETROIT HISTORICAL SOCIETY

News Release

FOR IMMEDIATE RELEASE:

CONTACT: Sarah Murphy
313.833.1262 or
sarahm@detroithistorical.org

TOAST THE 150th ANNIVERSARY OF VERNORS WITH A WEEK OF ACTIVITIES LEADING UP TO AN ANNIVERSARY PARTY AT THE DETROIT HISTORICAL MUSEUM ON SATURDAY, JUNE 11!

DETROIT- First sold by Detroit pharmacist James Vernor in 1866, Vernors Ginger Ale is turning 150 years old this year, making it the oldest soda pop in America! Mark the anniversary of this "deliciously different" drink with a week of events, **June 5-11, 2016.**

During the week:

- Local restaurants – including Batch Brewing Co., Coach Insignia, Mudgie's, Parks and Rec, Union Street and more – will offer unique menu items using Vernors as one of the ingredients.
- Buildings throughout downtown will show their colors for Vernors by lighting up green and yellow, including the Detroit Opera House and Cobo Center.
- The Detroit Historical Museum will present a display of rarely seen Vernors artifacts from **June 7-12**.
- The Detroit Experience Factory will lead a SOLD OUT ginger beer crawl on **Friday, June 10**.

On **Saturday, June 11,** the main event, **Vernors 150th Anniversary Party**, takes place at the Detroit Historical Museum! Activities run from **10 am to 5 pm** and will include a Vernors-themed poker run, appearances by the Vernors Gnome and Vernor family members, historical presentations, a screening of the documentary film "Detroit Remember When: Made in the Motor City" and a world record attempt for the most Vernors drinkers to conclude the day. Vernors floats, cream ales and Boston Coolers will be for sale at the museum with proceeds going toward the purchase of a Vernors historical marker.

This event is sponsored by the Detroit Historical Society and Vernors Ginger Ale Collectors Club. Thanks to Dr. Pepper Snapple Group, Motor City Casino-Hotel, Little Caesars and Sanders for their generous support of the Vernors 150th Anniversary Party!

For all of the details on the week-long events and the June 11 party, please visit http://detroithistorical.org/detroit-historical-museum/events-calendar/events-listing/vernors-150th-anniversary-party-0.

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.

# # #