CONTENT IN THIS PRESS RELEASE EMBARGOED UNTIL MIDNIGHT, JULY 17, 2014

Please note: A press conference is scheduled for the Detroit Historical Museum at 10 a.m. tomorrow morning on the Legends Plaza in front of the Museum, 5401 Woodward Avenue at Kirby, Detroit.

Image Attached: The Detroit Historical Museum (image by Ara Howrani, courtesy of the Detroit Historical Society)

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THE DETROIT HISTORICAL SOCIETY EXCEEDS FUNDRAISING GOAL, ANNOUNCES ACCOMPLISHMENTS FOR ITS FIVE-YEAR PAST > FORWARD CAMPAIGN

DETROIT-- The Detroit Historical Society raised more than $21.2 million over its five-year Past > Forward Campaign, significantly exceeding the $20.1 million goal and leaving a legacy of accomplishment that will be officially announced and celebrated Thursday at a 10 a.m. press conference at the Detroit Historical Museum.

The event will also feature the unveiling of the latest four additions to the Legends Plaza attraction in front of the Museum: TV anchor Bill Bonds, Detroit Tiger Willie Horton, award-winning songwriter Allee Willis and Mary Wilson of the Supremes. Bonds, Horton's son Deryl and previous Legends Plaza honoree Martha Reeves are expected to attend.

The Campaign, which launched on July 1, 2009 and wrapped up June 30, 2014, allowed the Detroit Historical Society to accomplish the following:

- Dramatically re-invented the Detroit Historical Museum in Midtown and the Dossin Great Lakes Museum on Belle Isle, installing six brand new permanent exhibits and attractions including the Kid Rock Music Lab, Allessee Gallery of Culture (Detroit Historical Museum) and Built by the River (Dossin).
• Enhanced our eight permanent signature exhibits both Museums, including the Streets of Old Detroit, America's Motor City (Detroit Historical Museum) and the William Clay Ford Pilot House (Dossin).

• Digitized tens of thousands of artifacts from the Society’s collections making them accessible to students and researchers around the world.

• Significantly increased attendance at both Museums by over 50 percent since the two Grand Re-Openings.

• Adopted a free admission policy for both Museums that has allowed them to reach a broader diversity of audiences than ever before.

• Upgraded and rebranded the Society’s website at detroithistorical.org and increased unique users from 250 percent over the duration of the Campaign.

• Created new educational programming and published two books.

The Detroit Historical Society, established in 1921, is a private, nonprofit organization located in Midtown, the heart of Detroit’s cultural center. Founded in 1921, its mission is to educate and inspire our community and visitors by preserving and presenting our region’s shared history through dynamic exhibits and experiences. Today, the Society operates the Detroit Historical Museum and the Dossin Great Lakes Museum. In addition, the Society is responsible for the conservation and preservation of more than 250,000 artifacts that represent three centuries of our region’s rich history. Through its museum exhibits, school tour programs, community-based programs and history-themed outreach efforts, the Society serves more than 150,000 people annually.

For more information, call the Society at 313.833.7935 or check out our website at detroithistorical.org.

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