

November 26, 2007

OSHKOSH PUBLIC MUSEUM

RECEIVES DEPARTMENT OF TOURISM J.E.M. GRANT

The Oshkosh Public Museum has been awarded a \$27,990 Joint Effort Marketing grant (J.E.M.) from the Wisconsin Department of Tourism to help market the upcoming summer exhibition, *The President and the Tsar*. The JEM grant will enable the museum to promote the exhibition in several national magazines, as well as in neighboring states. "We are very pleased with the award," explained museum director Brad Larson, "because it enables us to significantly expand the marketing efforts associated with this extraordinary exhibition."

The President and the Tsar will travel to a limited number of venues across the United States and is expected to attract large audiences due to the inclusion of rare Lincoln and Russian artifacts. It opens at the Oshkosh Public Museum on June 21, 2008 and closes August 31, 2008.