



## News Release

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### **ADVERTISING ICON MUSEUM BREAKS GROUND IN KANSAS CITY**

*Permanent home of 'Madison Avenue Advertising Walk of Fame' is underway*

KANSAS CITY, Mo. — The Advertising Icon Museum has entered an exciting stage with its long-awaited groundbreaking celebration. Construction soon will begin on this one-of-a-kind 12,000-square-foot museum, home to more than 2,000 legendary advertising icons. Robert Bernstein, the Advertising Icon Museum's founder, Howard Boasberg, executive director, and Moshe Safdie, world-renowned architect, ceremoniously broke ground at the site immediately west of Kansas City's Country Club Plaza.

Due to open in late 2007, the Advertising Icon Museum will showcase the world's largest-known collection of three-dimensional advertising icons. It will feature public access to the permanent collection, permanent and temporary exhibitions, a two-story sculptural centerpiece, a wide range of educational programs for students from elementary school children to marketing scholars, and a gift shop. It also is the permanent home of the Madison Avenue Advertising Walk of Fame, the annual class of America's favorite icons as chosen by millions of online voters.

"This is a major milestone in the realization of a long-term vision," said Bernstein. "It'll

— more —

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definitely be world-class and everyone's extremely excited for the Advertising Icon Museum to become a reality." Visitors currently can go to [www.advertisingiconmuseum.com](http://www.advertisingiconmuseum.com) to view all of their favorite icons, learn the brands they represent and discover the history behind their creation.

The two-story Advertising Icon Museum will be part of The West Edge, a \$100 million mixed-use development. In addition to the Museum, The West Edge will feature a multi-tiered office building, a 128-room boutique hotel, a signature restaurant, a 261-seat auditorium, specialty service/retail shopping, a thousand-space underground parking garage, a rooftop swimming pool and 40,000 square feet of rooftop gardens.

The mission of the Advertising Icon Museum is to educate and enhance the public's appreciation and understanding of advertising and product branding through the use of advertising icons and fictional characters, and to explore how they reflect social and cultural values. Visit [www.advertisingiconmuseum.com](http://www.advertisingiconmuseum.com) for more information.

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