

# News Release

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## **ADVERTISING ICON MUSEUM TO BE PERMANENT HOME OF ADVERTISING WEEK'S "MADISON AVENUE WALK OF FAME"** *America's favorite icons immortalized in Kansas City*

KANSAS CITY, Mo. — To see the official collection of America's favorite advertising icons, you'll simply need to go to the heart of the country: Advertising Week's "Madison Avenue Advertising Walk of Fame" now will be permanently housed in the Advertising Icon Museum in Kansas City, Mo. The announcement was made during the second annual Advertising Week in New York City, after a procession of advertising's most beloved icons through Times Square and a special ceremony honoring America's favorite icons and slogans.

The Advertising Icon Museum will become the perpetual home for the annual winners, as chosen by millions of online voters via Yahoo! and presented by *USA Today* and Reuters. Last year's honorees — the M&M characters, the AFLAC duck, Mr. Peanut, Poppin' Fresh and Tony the Tiger — will become the first five advertising icons immortalized on the Walk of Fame in the museum.

Experts say advertising icons will always play an important role in our lives. "They give us so much cultural and social insight," said Robert Bernstein, chairman and founder of the Advertising Icon Museum, "this really is the best way for these famous icons to be honored. You'll be able to see the products they sell and its advertising, ask

— more —

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questions and experience so much more — whether you're a child on a field trip, an advertising student in college, a family on vacation or a senior on a bus tour."

Once completed, the Advertising Icon Museum, designed by Pentagram Inc., will showcase the largest-known collection of three-dimensional advertising icons. In addition to the Madison Avenue Advertising Walk of Fame, the museum will feature

temporary exhibitions, a two-story sculptural centerpiece and a gift shop. The museum's lower level will represent the interior of a home, showing the advertising icons in various rooms that their corresponding products were used. For example, the Jolly Green Giant in the kitchen and Mr. Bubble in the bathroom.

The Advertising Icon Museum is scheduled to open in fall 2007 in The West Edge, immediately west of Kansas City's famed Country Club Plaza. Designed by world-renowned architect Moshe Safdie, The West Edge will be a \$100 million multi-use development incorporating a 10-story office building, the Advertising Icon Museum, a 261-seat auditorium, a thousand-space underground parking garage, a boutique-style hotel, a signature restaurant and specialty service/retail shopping.

The **Advertising Icon Museum's** mission 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. The Advertising Icon Museum is a non-profit organization and is a member of the American Association of Museums and the Midwest Association of Museums. Visit [www.advertisingiconmuseum.com](http://www.advertisingiconmuseum.com) for more information.

**Advertising Week 2005** is the largest gathering of advertising and media decision-makers in North America. The five-day event runs from September 26-30, 2005, and includes a diverse mix of keynotes and panels, public exhibitions, conferences, awards shows, and unique special events. Advertising Week is comprised of nearly 300 events, supported by 33 major advertising and media trade groups, and is funded by a host of corporate partners led by Yahoo!, Time Warner, Panasonic, Infinity Broadcasting, Reuters, *The New York Times* and the Museum of Television and Radio. Advertising Week is run by Advertising Week in New York City, Inc., a 501(c)6 not-for-profit corporation. For more information and a complete calendar of events, go to [www.advertisingweek.com](http://www.advertisingweek.com).

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