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CHICAGO-AREA MUSEUMS AND ZOOS LAUNCH PUBLIC AWARENESS CAMPAIGN

Gary T. Johnson Announces “Museums Work for Chicago” Campaign at City Club Luncheon

CHICAGO – Nov. 5, 2009 – Fourteen museums and zoos in the Chicago region are collaborating to raise public awareness of how they contribute economically, educationally and culturally to city and state residents. Gary T. Johnson, president of the Chicago History Museum and the Museums In the Park collaborative, announced the “[Museums Work for Chicago](http://www.museumsworkforchicago.org)” campaign today at the City Club of Chicago as a way to showcase the contributions museums and zoos make to the region, as well as to help the public get involved in keeping Chicago’s museums and zoos world-class institutions.

“In addition to offering engaging and fun experiences, Chicago museums and zoos are education centers, with some of the most unique collections in the world. They inspire people of all ages to learn about and appreciate science, art, history, wildlife and nature,” said Johnson. “But they do even more. They are key economic engines generating jobs and tax revenues.”

A campaign Web site, www.museumsworkforchicago.org, was also launched today and includes information that people will find interesting about the contributions museums and zoos make and how the public can get involved in supporting Chicago-area museums and zoos. The public is invited to participate in the campaign by visiting a museum or zoo, becoming a member, volunteering or making a donation.

Chicago’s top 14 museums and zoos produce an estimated \$1 billion in economic impact in Illinois annually. An estimated 26,670 full-time equivalent jobs were generated in 2008 due to the expenditures made by Chicago-area museums and zoos and their audiences. Estimated state and local tax revenue generated by Chicago-area museums and zoos in 2008 totaled more than \$88 million.

Last year alone nearly 1.4 million students visited a Chicago museum or zoo free of charge. Illinois teachers can receive training and programs that help bring museums’ and zoos’ vast resources and knowledge into the classroom.

Chicago’s museums and zoos offer affordable fun for individuals and families. In 2008, 13.8 million people visited Chicago-area museums and zoos, with more than half visiting free of charge.

The 14 partnering museums and zoos are: Adler Planetarium, The Art Institute of Chicago, Chicago Botanic Garden, Chicago Children’s Museum, Chicago History Museum, Chicago Zoological Society/Brookfield Zoo, DuSable Museum of African American History, The Field Museum, Lincoln Park Zoo, Museum of Contemporary Art, Museum of Science and Industry, National Museum of Mexican Art, The Peggy Notebaert Nature Museum and John G. Shedd Aquarium.

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