



ELIZABETH CITY AREA CONVENTION AND VISITORS BUREAU

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ANSEL ADAMS EXHIBITION GENERATES HEADLINE NEWS FOR MUSEUM OF THE ALBEMARLE AND ELIZABETH CITY

– News coverage garners nearly \$180,000 in public relations value --

(Elizabeth City, N.C., Dec. 20, 2007) – *The Chicago Tribune* covered it. So did the *Boston Herald*, *San Francisco Chronicle*, *Tampa Tribune*, *The Washington Post* and Atlanta’s *Journal-Constitution*. News of the *Ansel Adams in the East* exhibition at the Museum of the Albemarle generated more than \$180,000 in public relations value, according to the Elizabeth City Area Convention & Visitors Bureau (ECACVB).

“The Ansel Adams show really put the Museum of the Albemarle and Elizabeth City on the map,” said ECACVB Director Russ Haddad. “We’ve tracked coverage in all mediums that carried the news from coast to coast.”

As a result of a widespread public relations campaign, news of the groundbreaking exhibition appeared in at least 45 national newspapers, regional magazines and news and arts Web sites, in addition to at least five televised news reports.

“The media’s interest in the exhibition speaks to the photographer’s name recognition and the unique nature of the exhibition,” said Haddad.

Ansel Adams in the East: Cruising the Inland Waterway in 1940 opened Sept. 15 and ran through Dec. 2 at the Museum of the Albemarle. Depicting nearly 50 square proofs, gelatin silver prints and enlargements from 2.25-inch negatives, the photographs document a Thanksgiving week vacation cruise that

took Adams and the well-known arts patron David Hunter McAlpin along the Intracoastal Waterway.

The exhibition was unusual in that it presented a side of Adams the public rarely saw. Known for his sweeping Western landscapes, Adams tried his hand at social documentary work when he photographed dockworkers, life along the waterway and the crew aboard the *Billy Bones II*, the schooner that took the photographers from Norfolk to Savannah.

The photographs stand out as “excellent examples of intuitive, hand-held photography” according to Exhibit Curator Stephen B. Jareckie

The Museum of the Albemarle exhibition was only the second time the photographs have been shown. *Ansel Adams in the East: Cruising the Inland Waterway in 1940* appeared earlier this year at the Fitchburg Art Museum in Fitchburg, Mass. The collection was on loan to the Museum of the Albemarle from the Sarah Sage McAlpin Estate.

For information, call the ECACVB at 1-866-ECity-4U (1-866-324-8948) or (252) 335-5330 or go to www.DiscoverElizabethCity.com

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