

TAVIS SMILEY PRESENTS



The African American Imprint

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PRESS CONTACTS:

Arniesha Hayes
Creaxion for America I AM
404-495-4429 / 404-561-9932
arniesha@creaxion.com

Molly Miles
Seruto & Company
626-356-9903
molly@seruto.com

**AMERICA I AM: THE AFRICAN AMERICAN IMPRINT EXHIBITION RECEIVES
THEA AWARD FROM THE THEMED ENTERTAINMENT ASSOCIATION**

December 10, 2009 - *America I AM: The African American Imprint* exhibit was recently honored with a Thea Award from the Themed Entertainment Association (TEA) in recognition of the exhibit's ability to push presentation boundaries of innovation to educate visitors about the unique contributions of African Americans to our nation's history. The annual awards honor excellence in attractions, exhibits and visitor experiences across the country.

America I AM: The African American Imprint was recognized in the traveling exhibition category. This exhibition is the brainchild of well-known broadcaster Tavis Smiley and chief curator John Fleming. The exhibition is a 10-gallery presentation of pivotal moments in courage, conviction and creativity that celebrate the undeniable imprint of African Americans on our nation and around the world. Exhibition organizers worked with Seruto & Company on the design and production of the 13,000-square foot exhibition.

The Thea Awards committee recognized *America I AM's* ability to juxtapose artifacts, images and graphics with riveting 21st century media to tell the story of the African American experience in the U.S. The committee also noted how the exhibition highlights the fact that America is not defined by any one ethnicity or culture, but is indeed a rich, diverse collection of contributions from people of all racial and ethnic backgrounds.



America I AM is on view at the California Science Center in Los Angeles thru April 15, 2010, the third stop on the exhibition's multi-city, four-year tour following successful runs in Philadelphia and Atlanta.

Created in 1994, the Thea Awards celebrate the vision and dedication of the project owner while giving proper credits for the behind the scenes work of designers, technicians, vendors and suppliers that bring a project together.

America I AM: The African American Imprint is developed in partnership with Tavis Smiley, and is organized by Cincinnati Museum Center and Arts and Exhibitions International (AEI), a division of AEG Live. **America I AM** is made possible by Walmart, which serves as its presenting sponsor. The exhibition's educational partner is Northern Trust. Microsoft is the technology partner for the tour. More information about the exhibition is available at www.AmericaIAM.org.

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