

FOR IMMEDIATE RELEASE

MEDIA CONTACTS

Tim O'Day

O'Day & Associates PR
(714) 783.7415
tim.oday@odayandassociates.com

Lindsay Winn

O'Day & Associates PR
(949) 429.2040
lindsay.winn@odayandassociates.com

MUZEO, AN ALL-NEW CONCEPT IN REGIONAL CULTURAL CENTERS, OPENS OCTOBER 16 IN ANAHEIM

Inaugural exhibit, *"Imperial Rome: Discovering The Ancient Civilization,"* showcases 450 impressive antiquities direct from Italy in one of only three U.S. tour stops.

ANAHEIM, Calif. (Oct. 2, 2007) — Southern California's newest museum, the MUZEO, an all-new concept in regional cultural centers, will officially welcome its first guests on Tuesday, October 16, 2007, in Anaheim. The MUZEO, a center for arts, knowledge, entertainment, and culture, will engage people of all ages via the showcase of prestigious and world-class traveling exhibitions in addition to exhibits and programs highlighting the diverse heritage of the region.

"One major goal of the MUZEO is to broaden people's awareness of the matters and issues outside their immediate environment by introducing three national and international traveling exhibits each year," said Peter Comiskey, executive director of the MUZEO. *"This exciting new addition to Orange County's cultural scene will be buzzing virtually 24/7 with both the featured exhibit and an eclectic mix of companion activities and events."*

A new model for urban cultural centers the MUZEO will feature a unique variety of changing exhibitions, special events, lectures, classes and weekend festivals. The 25,000 square foot MUZEO complex encompasses Anaheim's original Carnegie Library (**built in 1908**) and a new state-of-the art gallery space which has been seamlessly integrated into an urban setting, intimately surrounded by two connecting courtyards, apartment loft living and street-level retail outlets.

"As part of the exciting, ongoing revitalization of downtown Anaheim, the MUZEO will become a vibrant community and cultural landmark for the city, the county and beyond," said Anaheim Mayor Curt Pringle. *"Our goal to create a contemporary regional facility is about to become a reality and benefit Anaheim and all of southern California."*

"Imperial Rome: Discovering The Ancient Civilization" is the premiere exhibit for the MUZEO (**On display October 16 – January 7, 2008**) and brings to life the diverse human stories of Romans, from common citizens to emperors. Anaheim joins only two other U.S. cities, Houston and Atlanta, in hosting this incredible exhibition of over 450 antiquities from the Imperial Roman period, brought to life via the exhibition itself and associated programs and themed weekends featuring Roman re-enactors and interactive events.

Presented concurrently with the exhibition will be special themed weekends showcasing aspects of ancient Roman life such as a demonstration of ancient Roman cooking, an artisan who specializes in recreating period jewelry using authentic techniques and historical re-enactments of Roman military might.

continued...

MUZEO visitors will marvel at beautiful ceramics and terracottas, incredible portraits, a sarcophagus and urns, bronze and marble statues, stunning jewelry including gems, and cameos, a fascinating collection of coins and architectural models that capture the grandeur of Imperial Rome. The impressive and extensive collection comes from the National Archaeological Museum of Florence, as well as loans from other leading Italian museums in Rome, Pompeii and Ostia Antica.

The MUZEO (**which means “museum” in the international language of Esperanto**) re-invents the concept of a regional cultural center and museum for 21st century audiences. The MUZEO concept is truly visionary – transforming the image of our grandparents museum experience with state-of-the-art self guided audio podcasts, Wi-Fi access, interactive elements, interchangeable display capabilities and modern-day research facilities.

The next exhibit to be showcased at the MUZEO will be Chicano Collections including *“Papel Chicano: Works on Paper From the Collection of Cheech Marin”* (**January 26 - April 13, 2008**) featuring three Chicano Arts and Culture exhibitions integrated into one major exhibition.

“Imperial Rome: Discovering The Ancient Civilization” opens with the MUZEO on Tuesday, October 16 at 11:00am. The MUZEO is located at 241 South Anaheim Boulevard in Anaheim. Hours are 10am to 5pm daily. For general MUZEO information, please call 714.95.MUZEO (956.8936) or visit www.muzeo.org.

Note to Editors/Not for Publication: For news media inquiries and images, please contact:

Tim O'Day (714.783.7415) tim.oday@odayandassociates.com

Lindsay Winn (949.429.2040) lindsay.winn@odayandassociates.com

10107-Approved PC/JN/TO

