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Dec. 4, 2012

**THE MUSEUM IS
OPEN
10 A.M. - 5 P.M.
DAILY!**

**ACM ROLLS OUT 2013 'GIVING A BREAK' INITIATIVE
TO BENEFIT TACOMA'S LESS-FORTUNATE**

ACM will launch a \$100,000 year-long program in Jan. 2013 titled "Giving a Break". The museum initiative includes an alliance with United Way Pierce County to

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UPCOMING EVENTS AT ACM

[Drive Down Hunger Initiative](#)

Dec. 1-30

[Santa at ACM](#)

Dec. 15-16

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distribute ACM tickets to the area's economically challenged, including veterans, children and elderly persons.

"A large portion of the funding for our museum came from our community," said ACM President and CEO David Madeira. "Consequently, we feel a deep obligation to give back to our city. The "Giving a Break" program is about making our world class attraction accessible to everyone in the community, regardless of income or economic challenges. After all, this is America's Car Museum."



Giving a Break specifically targets veterans, elderly persons and children, like the young man above.

In addition to distributing museum tickets through United Way Pierce County's network of local charities, Giving a Break will include ACM membership and event space donations to select community non-profits in the military, education and philanthropy sectors.

"We recognize the importance of local attractions supporting and giving back to their community," said Rick Allen, president and CEO of United Way Pierce County. "ACM's Giving a Break initiative is aimed at making the arts available to everyone in Tacoma. In this economic climate, we are finding those at the lower end of the economic scale being more and more cut off from even everyday family activities. Today, it's difficult for some to afford a movie for the family, a park entrance fee or a ballgame. We're very enthusiastic to participate in this deserving local effort sponsored by ACM."

Madeira said the "Giving a Break" launch means ACM will no longer participate in Tacoma's "Free Third Thursdays" program, which he says doesn't specifically target the needy and increases museum operating costs.

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**OFFICIAL
PROVIDERS**



"We want to make ACM available to Tacoma's less-fortunate as often as possible," said Madeira.

"Giving a Break allows us to support and directly invest in our city's residents and businesses seven days a week."



Tacoma's economically disadvantaged will now have access to ACM seven days a week.



DUE TO POPULAR DEMAND, ACM EXTENDS ITS 'DRIVE DOWN HUNGER' CAMPAIGN



ACM President & CEO David Madeira making a contribution to ACM's Drive Down Hunger program.

ACM will not hit the brakes on its "Drive Down Hunger" initiative, thanks to strong community participation and response. The museum will continue to offer discounts to visitors who bring two or more non-perishable food items during



December. All proceeds go to Northwest Harvest, one of Washington's leading food bank distributors.

"Public response has been tremendous, so we're extending the campaign through the end of the year," said David Madeira, ACM president and CEO. "The need for assistance in Tacoma is high, so please join us, spread the word and encourage your friends and family to Drive Down Hunger by bringing food to ACM."

People can drop off non-perishable food items in ACM's lobby between 10 a.m. and 5 p.m. daily. Participants who donate two or more items will receive \$2 off ACM admission, and kids (12 and under) with two or more canned goods will get in free.

For more information on ACM's Drive Down Hunger program, visit www.lemaymuseum.org/events.

ACCLAIMED AUTO JOURNALISTS THOS. L. BRYANT AND KEN GROSS NAMED CO-GUEST CURATORS OF ACM FOR 2013



MICHAEL CRAFT
PHOTOGRAPHY



ACM hopes visitors will come in droves, like they did during grand opening weekend (pictured above), to see Gross and Bryant's 2013 exhibits.

Arscentia



When ACM opened high atop Tacoma earlier this year, ACM President and CEC David Madeira promised the Pacific Northwest "attraction" would do things differently. As such, Madeira has bucked traditional curator structure by naming award-winning automotive journalists Thos. L. Bryant, editor emeritus of *Road & Track*, and Ken Gross, *Playboy's* contributing auto editor, co-guest curators for 20

"ACM is about illustrating America's love affair with the automobile in unique, memorable ways," says Madeira. "To achieve this, we've partnered Tom Bryant and Ken Gross, two of the auto industry's most knowledgeable, well-respected journalists and storytellers, to curate fresh exhibitry. Tom and Ken have known each other for years, and their rapport and expertise



Thos. L. Bryant

will help us transcend the conventional museum model and further cultivate ACM's reputation as a must-see attraction for people across the country."

Bryant boasts more than 36 years experience in the automotive industry, including 20 years as editor-in-chief of *Road & Track* and as a long-time honorary judge at the Pebble Beach Concours d'Elegance. Bryant said he's always been fascinated by auto racing, and is developing a motorsports exhibit for ACM, which will debut in spring 2013.

"It's a great thrill to put together a

Legends of Racing exhibit at ACM," said Bryant. "And to work with Ken Gross makes it even more exciting."

"Helping to develop ACM's opening exhibits was an exciting challenge, and I look forward to continuing our momentum into 2013," said Gross, a Lee Iacocca Award recipient, former Director of the Petersen Automotive Museum and guest curator for critically-acclaimed automotive exhibitions at the High Museum of Art in Atlanta, the Portland (OR) Art Museum and the Utah Museum of Fine Arts.

"I've known Tom for three decades, we respect one another's abilities, and together we'll develop exhibits that reach far beyond anything ever done for an automotive museum."



Ken Gross

2013 VINTAGE MOTORCYCLE FESTIVAL BRINGS TWO-WHEEL PASSION TO AMERICA'S CAR MUSEUM



Second annual vintage bike show runs Aug. 24-25

on ACM's Haub Family Field

Classic motorcycles, some dating as far back as 1912, will return to Tacoma for the second annual Vintage Motorcycle Festival at ACM, August 24-25, 2013.

The Vintage Motorcycle Festival is one of the signature events at the museum and will feature entries from many famous makers, including BMW, Ducati, Triumph, Honda, Norton, Kawasaki, Harley-Davidson, BSA, Indian, Vespa and many Italian marques from bygone eras.



Visitors will see top-of-the-line bikes at ACM's Vintage Motorcycle Festival, like this Flying Merkel (photographed during last year's show).

"Last year's event was a great success, and we're planning to build on that momentum with an even bigger show this year and beyond," said David Madeira, ACM president and CEO. "America loves motorcycles, and we want the Vintage Motorcycle Festival to be the top bike weekend in the Pacific Northwest, drawing

passionate motorcycle fans and aficionados from all over the region. Last year we had several entrants from across the border in British Columbia and a slew from Oregon. Next August, we're also looking forward to seeing our friends from Idaho, California and beyond."

The inaugural event last summer attracted more than 200 motorcycles and 2,000 enthusiasts to ACM's Haub Family Field. Best of Show was won by a 1963 Norton Atlas owned by Ron Rumbolz of Fife, Wash., which is now on display at the museum.



Last August's festival welcomed hundreds of pristine bikes and scooters onto the Haub Family Field, including this Norton International.

Like last year, the 2013 Vintage Motorcycle Festival's main event will be on Saturday and will include judged classes and awards, a swap meet, motorcycle demonstrations, panel discussions and live music at ACM. On Sunday, a scenic motorcycle ride launches from the museum's plaza and travels along spectacular

Pacific Northwest coastal roads.

Discounted registration is available for motorcycles signing up between March 1 and May 15, 2013. To register a motorcycle for the Vintage Motorcycle Festival, contact Show Chairman Burt Richmond at burt@fitzrich.com.

Booth space is also available and can be purchased by contacting Bill Vadino, Event Manager at ACM. For more information, visit www.lemaymuseum.org or bill.vadino@lemaymuseum.org.



ACM IN THE NEWS

Media coverage of Tacoma's newest cultural landmark continues.

Below is a sample of the news coverage from the last few weeks:



Autoweek featured ACM's new guest curators, Ken Gross and Tom Bryant, [here](#).



ACM's 2013 "Giving a Break" program, which benefits the economically challenged in Tacoma, was published in *Sports Car Market*. Read the story [here](#).



King 5's hit show *Evening Magazine* showcased ACM's army of volunteers who keep the museum's cars in mint condition [here](#).



South South Magazine highlighted ACM's Black Friday initiative which supported local businesses, [here](#).



The Auto Channel announced the extension of ACM's Drive Down Hunger program [here](#).



[CLICK HERE FOR MORE INFORMATION](#)

SANTA CLAUS IS CRUISIN' TO ACM



Santa will make a stop at ACM as he heads up I-5 this holiday season. On Dec. 1 and 16, Mr. and Mrs. Claus will be at the museum between 11 a.m. and 4 p.m. for photo ops, holiday refreshments and snacks with visitors. Bring your camera and celebrate the holiday at Santa's favorite museum.

ONE-STOP SHOP FOR ALL YOUR HOLIDAY GIFTS

ACM gift baskets make the perfect presents for friends and family



ACM gift baskets, like the one pictured above, are available year-round.

The following packages come in an ACM gift bag with tissue paper and a personalized gift tag (optional). Stop by the museum's gift store for more details and to purchase.

Commemorative Package

"Grand Opening" ACM Baseball Cap
 Stainless Steel Etched ACM Pen
 In laid ACM Key Chain
 "Grey Hound Hood" ACM Tin Mints
28.99

Harold's Package #1

ACM Museum Documentary DVD
 "Grand Opening" ACM Baseball Cap
25.99

Memorabilia Package

ACM Coffee Mug
 ACM Chocolate Bar
 In laid ACM Key Chain
 Stainless Steel Etched ACM Pen
 ACM - Showroom Floor Magnet
 "Grey Hound Hood" ACM Tin Mints
28.99

Sport Package

Stainless Steel ACM H2O Bottle
 ACM - Showroom Floor Magnet
 "Grey Hound Hood" ACM Tin Mints
28.99

Harold's Package #2

ACM Museum Documentary DVD
 In laid ACM Key Chain
 "Grey Hound Hood" ACM Tin Mints
26.99

Racer Package

Mini Racer Remote Control Car
 "Grand Opening" ACM Baseball Cap
 ACM Coffee Mug
30.99

NEW DONATIONS ARE ROLLIN' IN

Two bright red cars recently joined the ACM collection, generously donated by P and Mary Lou Lindley of Twin Falls, Idaho. The Lindleys shipped ACM their two collector cars - a '52 MG TD and a '28 Ford Model A - both in beautiful display and driving condition. Don't forget to check out these new, exciting vehicles (current on Level 1) during your next visit!



1952 MG TD



1928 Ford Model A

ACM ACHIEVEMENTS



Tacoma-Pierce Chamber's 2012 New Tacoma Award: Ghilarducci Award

2012 American Institute of Architects (AIA) Award - Local Chapter: Los Angeles Chapter Design Award

2012 Excellence in Concrete Construction Award - Tilt-up Structure First Place

2012 International Historic Motoring Awards - ACM was nominated for "Museum of the Year," and David Madeira was a finalist in the "Personal Achievement" category.

PICTURE THIS

For the ACM Family Album: We're looking for photos of museum members with their favorite ride

Ladies and gentlemen, it's time to show off your favorite car, truck or motorcycle. ACM will be displaying photos of our members alongside their favorite ride(s) in a digital ACM family album, which will be shown on a flat-screen inside ACM.

Here are the requirements for photo submission:

1. To participate, you must be a member of ACM. When you submit your photo, include your member ID number.
2. Photo should include at least one member and their favorite vehicle. New or old, all makes and models are welcome!
3. Please include basic information on the vehicle(s) in the photo.
4. Give three to four lines (100 words or less) on why the vehicle(s) pictured is important to you or your family.
5. The photo needs to be 1 MB or less in size.
6. Send all photo submissions to Audra Laymon at audra.laymon@lemaymuseum.org.

Here are a couple great examples:



ACM member Mark Berg in his 2006 Pontiac Solstice, which only has 5,000 miles! Thanks for the photo, Mark!



Museum member Chris Kimball stands high atop Tacoma alongside his 1972 DeTomaso Pantera. He's driven his self-described mid-life crisis 155 mph!

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