



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Glenbow's Mavericks Exhibit to receive AMA Programming Award

The Alberta Museums Association is pleased to announce that Glenbow Museum will be a recipient of the 2007 Alberta Museums Association Exhibits Award for its permanent exhibit entitled *Mavericks: An Incurrigible History of Alberta*.

The Exhibits Award recognizes outstanding projects that demonstrate creative and innovative practices relating to exhibits (including planning, development, production and evaluation). The award will be presented at the Alberta Museums Association Awards Banquet on Saturday September 22nd at The Red Deer Lodge Hotel and Conference Centre in Red Deer.

Mavericks: An Incurrigible History of Alberta is the story of our province's women and men from diverse ethnic, cultural and social backgrounds—from prominent figures to ordinary people. These mavericks are unique characters, inspired and determined risk-takers who significantly influenced Alberta. They range from Canada's greatest explorer and mapmaker to a small-town café owner, from a First World War flying ace to the last woman who was hanged in Alberta.

The exhibit was inspired by Alberta author Aritha van Herk's book of the same name, and in a departure from standard museum practice, the Museum enlisted her involvement throughout the exhibit development process. Unlike a traditional historical museum experience that lists dates, names, and events, this exhibit is visitor-centered, with a focus on hands-on multimedia and audio visual features.

The Alberta Museums Association Awards Program recognizes and honours individuals and organizations that have contributed to the preservation and presentation of Alberta's cultural and natural heritage and to the development of Alberta's museums.

The Alberta Museums Association is the association of museums and museum professionals in Alberta. It provides programs and services to more than 220 museums in Alberta, including grants, advisory services, learning opportunities, publications, and awards program. For additional information about the Alberta Museums Association, please visit www.museumsalberta.ab.ca