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**FOR IMMEDIATE RELEASE**

## **ERIC CARLE MUSEUM RECEIVES NATIONAL DESIGN AWARD**

### **American Association of Museums Recognizes New Museum's Inaugural Invitation for Design Excellence**

AMHERST, Mass.- July 10, 2003 - The Eric Carle Museum of Picture Book Art was recently honored by the American Association of Museums (AAM) for its November 2002 Grand Opening invitation/announcement. The picture-book-formatted piece, which included separate inserts for the Opening Weekend's various events, was created by independent designer Rita Marshall. The invitation received the AAM's second place award for event invitations in the category of museums with operating budgets over \$500,000.

The Museum's Opening Weekend (November 22 – 24, 2002) attracted over 9,000 visitors. To date, the Museum has welcomed a total of nearly 60,000 visitors from across the country and around the globe.

The Eric Carle Museum of Picture Book Art is the first full-scale museum in this country devoted to national and international picture book art. Through the exploration of images that are familiar and beloved, it is the Museum's goal to foster connections between visual and verbal literacy and to provide visitors of all ages and backgrounds with the confidence to appreciate and enjoy art of every kind. The Museum houses three galleries dedicated to rotating exhibitions of picture book art, a hands-on Art Studio, a Reading Library, an Auditorium, and a popular Café and Museum Shop. For further information visit [www.picturebookart.org](http://www.picturebookart.org)

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