

EMP Communications Plan -- Nirvana Exhibit Press Release

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EMP TO STAGE WORLD'S MOST EXTENSIVE NIRVANA EXHIBIT

SEATTLE, WA – Experience Music Project (EMP) announces the opening of its newest exhibit, which pays tribute to one of the most iconic rock bands of all time, Nirvana. The exhibit, *Nirvana: Taking Punk to the Masses*, celebrates the music and history of Seattle's grunge era.

Opening July 15, 2011 and running through October 15, 2011, this exhibit features the most extensive collection of rare and unseen artifacts that highlights the musical and artistic success of the band and its lead singer Kurt Cobain.

"Most people know Nirvana as mythologized rock stars," said Jacob McMurray, senior curator at EMP, who envisioned and assembled the exhibition. "This exhibit balances that understanding with a tangible, human look at their journey from Aberdeen, Washington to the world stage."

After more than two years in the making, the EMP is set to unveil this widely anticipated exhibit, which features more than 200 artifacts that illustrate the personal story of the historic band and the underground music community in Seattle and around the country that embraced it.

"We are really excited to be able to share with the world the story of such an iconic rock band," said McMurray. "To present this exhibit, will only strengthen the legacy of Cobain, Nirvana, punk rock and of course, the amazing talent that has started right here in Washington."

In addition to numerous artifacts, *Nirvana: Taking Punk to the Masses* will showcase testimonials from band members, family and friends, as well as never before seen handwritten lyrics for Nirvana songs and unreleased recorded tapes of Cobain through his years.

Since it's opening back in 2002, EMP has been dedicated to the exploration of creativity and innovation in popular music. "The Nirvana exhibit will almost certainly blow music enthusiasts out of the water," said McMurray. "We are proud to be able to share the thrilling story of Kurt Cobain with his fans and the world."

Tickets go on sale starting June 1, 2011. Ticket prices are \$15 for adults; \$12 for youth (ages 5-17), students, military and seniors and free for members and children under five.

For more information on Nirvana and the exhibit, visit the EMP website www.empsfm.org/, or call (206) 770-2700.

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