



VIRGINIA HISTORICAL SOCIETY

The Story of Virginia

FOR IMMEDIATE RELEASE
October 31, 2012

Jennifer Guild, Senior Officer for Public Relations and Marketing
(804) 342-9665, jguild@vahistorical.org

Online Exhibition Explores Memorabilia from United States Presidential Campaigns Virginia Historical Society Presents More Than 100 Objects from Private Collection

Richmond, VA—Just in time for the 2012 election, the Virginia Historical Society (VHS) presents a new online exhibition that explores campaign memorabilia from each presidential election held in the United States. [*Getting the Message Out: Presidential Campaign Memorabilia from the Collection of Allen A. Frey*](#) features photographs of more than 100 authentic historical items.

“For more than 200 years, presidential candidates and their supporters have used almost every means available to attract votes,” said Dr. Paul A. Levensgood, VHS president and CEO. “Though television and the internet may have replaced torchlight parades and ‘whistle-stop’ tours, getting the message out remains the primary objective of every presidential campaign.”

The digital show explores the catchy, sound-bite, slogan-based messages of political campaigns since 1789. Buttons and banners, ribbons and posters, phonograph records and paper fans, coffee mugs and whiskey flasks, match books and mouse pads—all have been used to promote presidential hopefuls.

Virginia-based collector Dr. Allen Frey has assembled the chronological, visual summary of every U.S. presidential election. These objects, all from his private holdings, present a pictorial record of the personalities, themes, slogans, and issues of each of our nation’s elections. Many of the objects and text that appears in the exhibition are featured in Frey’s book, [*Getting the Message Out: A Collector's View of Presidential Campaigns*](#).

“We are grateful that Dr. Frey has willingly shared his extensive personal collection and knowledge with the VHS over the years,” Levensgood said. “Although it means you will have to endure more political messaging this campaign season, I encourage people to explore this online exhibition to see how Barack Obama and Mitt Romney’s stump-speech messages compare to those of their contemporaries.”

###

For more than 180 years, the **Virginia Historical Society** (VHS) has been connecting people to America’s past through the unparalleled story of Virginia. The VHS—a history museum and research library—features award-winning exhibitions that are entertaining and educational for visitors of all ages. The Society is the only museum with all of Virginia’s history under one roof—all centuries, all regions, and all topics are covered. Although designated the Official State Historical Society, the VHS is a privately funded non-profit organization that relies on contributions from individuals, corporations, and foundations to sustain its operations. The VHS is located at 428 North Boulevard in Richmond’s Museum District. Admission is free. Museum hours are Monday–Saturday 10 a.m.–5 p.m. and Sunday 1 p.m.–5 p.m. Library hours are Monday–Saturday 10 a.m.–5 p.m. For more information, call (804) 358-4901, visit www.vahistorical.org, or find the VHS on [Facebook](#) and [Twitter](#).



Post Office Box 7311
Richmond, Virginia 23221

www.vahistorical.org