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Museum Launches *Conserving Our Heritage* Endowment Campaign

CLAYTON, NY (July 9, 2012) -- The Museum publicly announced *Conserving Our Heritage Endowment Campaign* at the June 30th *River Reunion*, a celebration to mark the relaunch of its restored logo boat the *Wild Goose*. "And thanks to so many other Friends of the Museum, the Campaign is already a great success," said Co-Chairman of the Campaign Bob Easton.

For the past 18 months the Museum has been in the quiet phase of its *Conserving Our Heritage Endowment Campaign* to build a robust endowment that will assist in funding education and public programming, the care of our collections, human resources and marketing.

The Campaign has three strategic financial objectives. The first is to increase *Friends of the Museum Giving* through its ***Seize the Challenge!*** match program. The second is to encourage outright gifts of cash, stock, life insurance or property, and the third is to significantly increase planned giving to ensure its strong future and augment the Museum's current endowment.

"Thanks to the wonderful generosity of our Friends of the Museum ***Seize the Challenge!*** has already been an unqualified success," announced Co-Chairman, Teddy McNally. "Over 110 *Friends of the Museum* have made the generous decision to significantly increase their annual giving. New, lapsed, returning and increased *Friends of the Museum* members qualify for the Trustee match and are all considered *Challengers* in this campaign initiative."

The goal of encouraging outright and planned giving has also had considerable success in this early phase with 27 charter members joining the *Heritage Society*.

"Today, thanks to the philanthropic values of many members and their unwavering passion for our mission, *Conserving Our Endowment Campaign* has already surpassed **\$7.5 million** toward our \$14 million goal," Executive Director Frederick H. Hager added.

"As *Friends of the Museum* who have generously supported the Museum in the past we are asking you to consider two options of giving in the future: first, to ***Seize the Challenge!*** and increase your annual *Friends of the Museum* level for the next five years and second to join those of us who have made a Planned Gift. We look forward to adding you to the Museum's *Heritage Society* where your name will live in perpetuity along with the names of early founders Haxall, Lewis, Dodge, and McNally.

Together we are charting the future course of the Museum, as we conserve our heritage for the next generation,” concluded Campaign Co-chairman Bob Easton.

The Antique Boat Museum is the premier freshwater nautical museum in North America. Located on the St. Lawrence River in the 1000 Islands, the ABM features over 300 antique and classic boats among thousands of recreational boating artifacts. From May to October, the campus comes alive with speed boat rides, boat shows, and educational programs for all ages, special events and more. For more information please visit the Museum’s website at www.abm.org.

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