



# Titanic

at the Museum of Science and Industry  
February 18 - September 4, 2000

A presentation of Magicworks Exhibitions, a newly formed division of Magicworks Entertainment, Inc., a subsidiary of SFX Entertainment, Inc.

On February 18, 2000, the Museum of Science and Industry will premiere the world's largest collection of Titanic artifacts ever assembled and displayed in one location. This blockbuster exhibit, *TITANIC*, will include a *CHICAGO CONNECTIONS* section which will feature the *EASTLAND DISASTER*. The design and layout of the Eastland Disaster section will include photos, stories, artifacts, and videotaped survivor/family member testimonials.

While the *TITANIC* alone is expected to draw over 500,000 visitors, this is your opportunity to push the number of visitors to over 1 million. Think about it: 1 million people from Chicagoland and around the country getting a chance to learn about the Eastland Disaster. It only takes a little effort by each of us, namely, WORD OF MOUTH.

This newsletter is the *first* to be distributed to anyone anywhere. **YOU** are the first in the country to hear about this exhibit - this information has not yet been released to the general public or even the press. So do whatever you can to spread the word, and let us together push for 1 million visitors in 2000. (See the next column for some handy tips on what you personally and individually can do to help.)

## THINGS TO DO



Pick up your phone and tell your family, friends, and co-workers about the opportunity to attend this blockbuster exhibit. The exhibit will only be in Chicago for 190 days.



Ask your schools to plan their field trips *now* by having your children and your grandchildren be the first to tell their teachers about this exhibit.



Get in your car, grab a taxi, or catch the bus and visit the exhibit at the museum several times during its brief stay in Chicago. This likely will be a once in a lifetime opportunity to see the *Titanic* and the *Eastland* showcased together.



Forward this newsletter to everyone in your electronic address book - there is no charge to spread the word.



**ATTENTION ALL RELATIVES!** If a member of your family has a connection to the Eastland, make sure to update your calendar *today* to be in Chicago on Saturday, July 22, 2000. We are currently very busy working out the details to respectfully observe the 85th anniversary of the *Eastland Disaster* with a sponsored function. **IF OUR PLANS ARE APPROVED, YOU WILL NOT WANT TO JUST HEAR ABOUT IT, YOU WILL WANT TO BE THERE AND BE PART OF IT.**

ANOTHER EXAMPLE OF VALUE BEING BROUGHT YOUR WAY THROUGH THE EASTLAND DISASTER HISTORICAL SOCIETY!