

History Museum of Mobile  
Southern Market/Old City Hall  
111 South Royal Street

Phoenix Fire Museum  
203 South Claiborne Street

Historic Fort Condé  
150 South Royal Street



# The Museum of Mobile

David Alsobrook, Director  
Post Office Box 2068  
Mobile, Alabama 36652-2068  
Phone: 251-208-7569  
Fax: 251-208-7686  
www.museumofmobile.com  
e-mail museum@cityofmobile.org

## FOR IMMEDIATE RELEASE

December 1, 2011

### **BOARD APPROVES NAME CHANGE FOR THE MUSEUM OF MOBILE**

At its regular monthly board meeting on Nov. 28, 2011, the board of directors of the Museum of Mobile voted to change the name of the museum to **History Museum of Mobile**. The decision came after several months of discussions over the museum's branding as "Mobile's History Museum."

Patricia Edington, chairwoman of the board, who in the same meeting was elected to her second term, said: "The new name better reflects the value of the museum to the people of Mobile. Since its founding, the museum has presented the rich history and legacy of the region, illuminating and preserving the past for future generations. Exciting things are happening at the History Museum of Mobile and I encourage you to visit soon. Come and see your history museum!"

David E. Alsobrook, Phd., director of the museum, said: "I applaud the action of our board in changing our name. Although only a slight change, our new name will enable our patrons to more-easily distinguish us from Mobile's other museums. The new name also more specifically brands our institution, which is primarily focused on the history and culture of Mobile and the surrounding region."

Alsobrook went on to say that the change will be immediate on the museum's website and any newly-printed materials. The museum will adopt a sensible strategy for replacing existing printed material and advertising with the new name as funds allow. "Name changes can be very expensive," he said. "We will proceed in an economical way that is in keeping with the current tough economic times."

**HISTORY MUSEUM OF MOBILE:** Located in the Old City Hall/ Southern Market at 111 South Royal Street in downtown Mobile, the History Museum of Mobile documents the 300-year history of Mobile and the surrounding region. The museum is open Tuesday through Saturday 9:00 a.m.-5:00p.m. and Sunday from 1:00-5:00 p.m. Admission to the museum is \$5.00 for adults, \$4.00 for senior citizens, and \$3.00 for students.

For more information on these events, contact Museum Relations Officer Daniela Werner at (251) 208-7652 or museumrelations@cityofmobile.org.

###

*History is our mission... to illuminate and preserve.*