



**WALTER P CHRYSLER
LEGACY GALA**

Walter P. Chrysler Museum Legacy Campaign

Preserve

Educate

Inspire

The Walter P. Chrysler Legacy Gala is the official launch of the Legacy Campaign that will enable the nonprofit Walter P. Chrysler Museum Foundation to *preserve, educate* and *inspire* the next generation of automotive enthusiasts. The basis of the Walter P. Chrysler Museum Legacy Campaign is to:

- Preserve* – Preserve the legacy of the Chrysler Corporation, its predecessor companies and vehicle collection.
- Educate* – Use the Chrysler story to educate children, youth and adults about the critical technological, economic, social and cultural impact of the US auto industry.
- Inspire* – Through top-quality exhibits and programming, inspire children, youth and young adults to pursue technical, design and business education and consider careers in the auto industry.

Enhancing Exhibits and Programming to *Educate* and *Inspire*

WPCM leadership has developed an ambitious blueprint to recast the Museum as an independent institution with a broader target audience, a far-reaching educational agenda and an enhanced visitor experience. This two-phase plan for building upon the Museum’s success includes:

- *Phase I* – Refresh “Boss Chrysler’s Garage” on the lower level and evolve it into an interactive education center with more engaging exhibits and visitor experiences for children, youth and adults. Re-invent the Museum’s main gallery and second floor as a dynamic storyboard telling the Chrysler story as interactive experiences, and adding upgraded content to the display of historical vehicles.
- *Phase II* – Construct onsite storage for the offsite vehicle collection that is suitable for informal display and some level of public access. Expand the envelope of the current 55,000 square foot building to accommodate compelling new exhibits, increased programming and new income-generating activities.

The Foundation has envisioned a bright future for the museum, as progressive as the electric engines and fuel-cell powered vehicles on the horizon. We will be looking to the community of automotive suppliers, manufacturers, enthusiasts, historians and fans to join us on this journey. Early contributors at the highest-levels will have a selection of exhibit and naming opportunities from which to choose.

To become a part of the Legacy Campaign, please visit www.wpchryslermuseum.org

Thank you for celebrating with us tonight!