



**WALTER P CHRYSLER  
LEGACY GALA**

**Q: *What is the Walter P. Chrysler Legacy Gala?***

**A:** The Walter P. Chrysler Museum is hosting the inaugural Walter P. Chrysler Legacy Gala on Saturday, July 24, 2010. The event celebrates 85 years of Chrysler heritage and honors four automotive and entertainment icons (who will all be in attendance) with the Walter P. Chrysler Legacy Award:

- Former Chrysler Chairman and CEO Lee Iacocca.
- Comedian and Car Collector Jay Leno.
- NASCAR Champion Richard Petty.
- The late former Chrysler Design Chief Virgil Exner (represented by his son Virgil Exner, Jr.).

**Q: *What are the Walter P. Chrysler Legacy Circle and the Walter P. Chrysler Legacy Award?***

**A:** The Walter P. Chrysler Legacy Circle celebrates the unbridled passion and tireless dedication that Walter P. Chrysler demonstrated in producing the most advanced vehicles possible, as well as the heritage of the company that has carried his vision for decades. The Walter P. Chrysler Legacy Circle celebrates these qualities by recognizing people who were instrumental in the Chrysler story. It also honors persons who have made a significant impact on the museum and auto enthusiast community.

Ceremonies to induct honorees into the Legacy Circle are a highlight of the Walter P. Chrysler Legacy Gala. Each will be permanently recognized at the Museum. The Walter P. Chrysler Museum will induct awardees periodically as part of Legacy Gala festivities.

**Q: *What are the Walter P. Chrysler Legacy Gala highlights?***

**A:** The event runs 7:00 – 11:00 p.m. and features:

- A strolling dinner and open bars throughout the Museum's three floors.
- Legacy Circle induction ceremony.
- Silent and live auctions.
- Performance donated by Jay Leno.
- Dessert and coffee afterglow.
  - Dress will be cocktail attire.
  - Candid shots taken throughout the evening that will be available to guests electronically.
  - The Legacy Gala audience will be a "Chrysler Family Reunion" of leaders past and current.

**Q: *Where can tickets be purchased?***

**A:** Gala tickets are \$500 per person with proceeds benefiting the newly-independent, nonprofit Walter P. Chrysler Museum Foundation.

There are also Legacy Gala Contribution Opportunities packages that offer additional benefits, including an exclusive pre-gala *Contributor* reception attended by the inductees, posed inductee photo opportunities at several giving levels and other benefits.

Complete Contribution Opportunity details and gala tickets are available at [www.wpchryslermuseum.org](http://www.wpchryslermuseum.org).

**Q: Why is the Museum hosting the Walter P. Chrysler Legacy Gala?**

**A:** In addition to celebrating 85 years of Chrysler heritage, the Walter P. Chrysler Legacy Gala will raise awareness and funds to support the Museum. The gala marks the beginning of the larger Walter P. Chrysler Legacy Campaign that will secure the newly-independent Museum's financial future.

**Q: What is the Walter P. Chrysler Legacy Campaign?**

**A:** The Legacy Campaign is a multi-year, multi-million dollar fundraising initiative to secure funding support from foundations, as well as the public, business and other sectors. Contributions to the Walter P. Chrysler Museum Foundation support exhibitions, education programs, vehicle preservation and special enthusiast and community programs. The Legacy Campaign will enable the Museum to realize its potential to *Preserve, Educate and Inspire*.

**Q: How can the Walter P. Chrysler Museum provide a tax-deduction to Legacy Campaign supporters?**

**A:** The Walter P. Chrysler Museum Foundation is an independent nonprofit 501 (c)(3) public charity recognized by the IRS. Contributions are tax-deductible, including a significant portion of Legacy Gala Contributions and ticket purchases.

**Q: What are the Contribution Opportunities associated with the Legacy Gala?**

**A:** Walter P. Chrysler Legacy Gala giving levels provide public recognition and a range of benefits, including:

- An exclusive 6:00 – 7:00 p.m. pre-gala reception (attended by the inductees) for *Contributors* at all levels.
- Priority seating for *Contributors* and their guests, assigned according to giving level and date of contribution.
- *Contributors* at \$10,000 and above will be included in the only organized, posed photo opportunity with inductees during the exclusive pre-gala reception.

Details about Contribution Opportunities are available at [www.wpchryslermuseum.org](http://www.wpchryslermuseum.org).

**Q: What support is the Museum receiving for the Walter P. Chrysler Legacy Gala?**

**A:** Jay Leno is appearing at the Legacy Gala at no charge and covering his own travel costs in support of the Museum's long-term financial success.

Many former and current Chrysler executives and leaders – including Lee Iacocca and Sergio Marchionne – are attending to support the Museum.

The growing number of individuals and businesses supporting the Walter P. Chrysler Legacy Gala is regularly updated at [www.wpchryslermuseum.org](http://www.wpchryslermuseum.org).

**Q: What are the Walter P. Chrysler Museum's other sources of revenue?**

**A:** The newly-independent Foundation relies on donations, grants, sponsorships, admissions and program fees, facility rentals and gift shop sales for operating income.

**Q: *What is the Museum's plan for the future?***

**A:** The Museum will become an even more exciting and interactive attraction, employing technology and innovation to bring static exhibitions to life in dynamic and entertaining ways that will engage children and adults.

Core Values:

- Preserve the Chrysler Collection.
- Educate the community about the impact of the automobile, Chrysler and its brands, and dealer history.
- Community outreach.
- Exceed customer expectations.

**Q: *When was the Museum built?***

**A:** Ground was broken for The Walter P. Chrysler Museum in 1996 and it opened to the public October 5, 1999.

**Q: *What does the Walter P. Chrysler Museum feature?***

**A:** The Museum tells Chrysler's story and its contributions to automotive design, technology and innovation through more than 65 antique, custom and concept vehicles, interactive displays and exhibits as well as a gift shop and three continuously running short movies.

**Q: *What does the Museum offer visitors?***

**A:** Over 500,000 guests have toured the exhibitions or participated in programs or events over the past ten years. In addition to self-guided tours, the Museum offers:

- Extensive education and enrichment programs for K – 12 students based on Michigan Department of Education Grade Level Content Expectations.
- Facility rentals for meetings and events, as well as private receptions and celebrations.
- Public events for auto enthusiasts and area residents.
- A multi-level membership program.
- A gift shop brimming with collectibles and souvenirs.
- Guided tours for groups of all interests and sizes.
- Volunteer opportunities.

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***For additional information:***

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[www.wpchryslermuseum.org](http://www.wpchryslermuseum.org)

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10 a.m. – 5 p.m. Tuesday-Saturday, Noon – 5:00 p.m. Sunday  
\$8/adults, \$7/seniors, \$4/children 6-12, free/five-under