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FOR IMMEDIATE RELEASE

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CAM LAUNCHES A NEW WEBSITE!

Revamped Site Offers Dramatic New Look, Interactive Features, And Expanded Social Media Presence. A Special Online Membership Promotion Will Help Kick-off The Launch.

(LOS ANGELES, May 1, 2009) – The Chinese American Museum (CAM) is proud to announce the highly-anticipated launch of its newly redesigned website today! Dramatically improved in both interface and functionality, the revamped site features an inviting modern look that balances Chinese design elements with a local, contemporary vibe, user-friendly navigation, quality presentation of cultural, historical and educational content, and interactive features like a search box and embedded social media tags for *Facebook*, *Flickr*, and *Twitter* that help increase the public's access to CAM. For the first time, visitors can now join or donate to CAM, become a volunteer or docent, and schedule for guided museum tours using the website's new online registration forms. CAM's new website was generously funded by The Annenberg Foundation.

A prominent, colorful flash banner on CAM's new homepage will first greet online visitors, along with buttons for popular social media sites for *Facebook* and *Twitter* that allow visitors to share and receive real-time updates on CAM events and happenings. Visitors can also browse through CAM's vibrant online photo gallery now hosted on *Flickr*, as well as submit and share images of CAM-related events and activities captured on their own camera. Drop-down menus and a search box will help users quickly locate concise information about the museum's history, past, present and future exhibitions, events, press releases, involvement opportunities, and hours and driving directions to CAM.

In celebration of the launch, CAM will be offering a special membership promotion beginning May 1 through June 30, 2009. Online membership sign-ups and renewals will receive a free poster autographed by award-winning filmmaker, Arthur Dong as a prelude to CAM's upcoming blockbuster exhibition, "Hollywood Chinese: The Arthur Dong Collection" opening this fall. The gifts are for pick-up only at CAM, one poster per membership sign-up and/or renewal, while supplies last.

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ABOUT THE CHINESE AMERICAN MUSEUM

The Chinese American Museum (CAM) is jointly developed and operated by the Friends of the Chinese American Museum (FCAM) and El Pueblo de Los Angeles Historical Monument, a department of the City of Los Angeles. Located within the El Pueblo Plaza in downtown Los Angeles, CAM is housed in the last surviving structure of the City's original Chinatown. CAM's mission is to foster a deeper understanding and appreciation of America's diverse heritage by researching, preserving, and sharing the history, rich cultural legacy, and continuing contributions of Chinese Americans.

VISITOR INFORMATION

The Chinese American Museum is located at 425 North Los Angeles Street in El Pueblo de Los Angeles Historical Monument, across from Union Station. Hours are 10 a.m. – 3 p.m., Tuesday – Sunday.

Admissions are suggested donations of \$3 for adults and \$2 for seniors and students. Members are admitted free. For more information about the Museum, please visit www.camla.org.

Visitors can now join the online dialogue by following CAM on:

Facebook: search for Chinese American Museum

Flickr: www.flickr.com/photos/camla_org

Twitter: ChinAmerMuseum

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