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### **NEW DIGS. A NEW LOOK.**

Apache Junction, ARIZ – After many years of planning and fundraising, The Superstition Mountain Historical Society (SMHS) is getting close to fulfilling its dreams of having a free-standing building in which to educate the public and display the history, legends and lore of the Superstition Mountain environs. “The reality of the building is due in part to the generosity and ability of Valdez Construction to work within the confines of our extremely tight budget,” said Dave Carlson, Chairman of the Board. The new Superstition Mountain Museum will be located on Highway 88 just south of their soon-to-be old location at the Goldfield Ghost Town. “The completion of the museum is scheduled for early July; however it will take a few months to move exhibits, build displays and prepare the landscape, so the actual opening of the new museum won’t be until September or October of this year,” said George Johnston, President of the historical society.

In addition to a new building, the museum hired marketing project-management company, Truth in Advertising, Inc. to help create a new identity and assist in creating a marketing strategy for the museum. “In the past when it came to marketing we kind of flew by the seat of our pants. We used multiple versions of a hand-sketched logo, used different font types in everything from brochures to advertisements; there was no continuity with our marketing. Truth in Advertising, Inc. has helped guide us through the process in creating a new identity and establishing the continuity we desperately needed to make sure our marketing efforts yield greater return. It’s imperative that we make ourselves visible in the community and to visitors since we won’t have the opportunities available by being part of the Goldfield Ghost Town,” said Shirley Keeton, Executive Director of the museum.

“We’re very excited to be helping the Superstition Mountain Museum set and achieve its marketing goals. We feel there will be many opportunities for the museum to promote itself and play a more active role within the community now that they will have their own structure.

We've discussed ideas that will bring the public to the museum on a regular basis, not just when relatives come to town, and look forward to implementing those ideas in the near future," said Mike Shubic, one of the principals of Truth in Advertising, Inc.

The Superstition Mountain Museum collects, preserves and displays the artifacts, history and folklore of Superstition Mountain, Apache Junction and the surrounding region. A large part of its collection involves the Lost Dutchman gold mine, famous throughout the world. Nowhere in the United States is there an area as rich and full of legend, history and intrigue as the rugged Superstition Mountain range.

The Superstition Mountain Museum can be reached at:

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

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