



TOPIC: “South Bend: The Next 100 Years” Poster Launch Reception (November 2, 2023)

CONTACT: Marilyn Thompson, Director of Marketing, The History Museum (574) 235-9664, ext. 231, [mthompson@historymuseumSB.org](mailto:mthompson@historymuseumSB.org); or Jo McCoy, Assistant Director, Studebaker National Museum (574) 235-9714, [jmccoy@studebakermuseum.org](mailto:jmccoy@studebakermuseum.org)

### **“South Bend: The Next 100 Years” Poster Launch Reception**

SOUTH BEND, IN— The Studebaker National Museum and The History Museum are celebrating the “South Bend: The Next 100 Years” Poster Contest from 5:30 to 7 p.m. on Thursday, November 2, taking place in the lobby shared by the Studebaker National Museum and The History Museum, 897 Thomas Street. The event launches the sale of copies of the posters that were awarded the top three prizes, including those of First Place - Tyler Foley, Second Place - Steven Sult, and Third Place – Bob Green. Light refreshments will be served. The public is invited.

Posters of the 10 finalists are on display in *South Bend: The Next 100 Years Poster Design Contest*. The exhibit will be on view until November 5 in a hall shared by the Studebaker National Museum and The History Museum.

The contest, presented by the Studebaker National Museum and The History Museum, has been co-sponsored by The Hunt Family Fund and the John Phair Family Fund.

The idea for the “South Bend: The Next 100 Years” Poster Design Contest was sparked by a poster that was first presented as the cover of a survey booklet designed in 1922. Since then, it has been a source of inspiration and civic pride to South Bend residents. Its cover image—the poster--captured a sense of pride about how far South Bend had come as well as optimism of where it hoped to grow. Today, in 2023, on the 200th anniversary of Coquillard’s settling in the area, The History Museum and the Studebaker National Museum are holding this competition.

For more information, contact the Studebaker National Museum at (574) 235-9714 and The History Museum at (574) 235-9664 or visit [www.studebakermuseum.org/south-bend-next-100-years](http://www.studebakermuseum.org/south-bend-next-100-years)

###