{DATE}

{CONTACT NAME, TITLE}  
{ORGANIZATION}  
{PHONE} {EMAIL}

**Posters Used to Boost Support for World War I Showcased in New Exhibit**

{DATELINE CITY} — Dozens (?) of promotional posters used to sell Liberty Bonds and boost American patriotism during World War I will be displayed at the {LOCATION, ADDRESS} beginning {OPEN DATE} and running until {END DATE}.

The posters, part of a larger public relations effort to generate support at home for the war effort, used simple, emotional imagery and messages. The program also included movie reels, newspaper and magazine articles, pamphlets, exhibits, and public speeches, although the posters proved most effective.

Nearly 700 posters were created by some of the country’s top advertising illustrators and then distributed to states. The program was managed by the Committee of Public Information, which President Woodrow Wilson created following the entry of the U.S. into the war in 1917.

Both nationally and in Utah, the posters and other public outreach efforts had their desired impact. Thousands of Utahns enlisted in the military, Utahns purchased millions of dollars of Liberty Bonds, and the production of vital metals and agricultural goods was increased to meet the growing demands of a nation at war.

Through this exhibit, viewers can experience how an advertising campaign can stir patriotic feelings and unite people towards a common goal. They can analyze the similarities between soldiers of 100 years ago and today, contrast the depiction of American soldiers with enemy solders, and consider how the colors and wording effects them. They can also consider how these 100-year-old posters would work in today’s world.

This special exhibit is presented by {SPONSORING ORGANIZATION} through the Utah Division of Arts & Museums Traveling Exhibition Program. For more information about the exhibit, contact {NAME}{PHONE AND/OR EMAIL}.

**About Utah Arts & Museums and the Traveling Exhibit Program**Utah Arts & Museums’ Traveling Exhibit Program is a statewide outreach program that provides schools, museums, libraries, and community galleries with the opportunity to bring curated exhibitions to their community. This program is supported in part by a grant from the National Endowment for the Arts. For more information on participating in the program, please contact Fletcher Booth at [fbooth@utah.gov](mailto:fbooth@utah.gov) or call 801.532.2617. For media inquiries, please contact Josh Loftin at [jloftin@utah.gov](mailto:jloftin@utah.gov) or 801.245.7205.

Utah Arts & Museums is a division of the Utah Department of Heritage and Arts (DHA). To enrich the quality of life for the people of Utah, DHA creates, preserves, and promotes Heritage and Arts. The Division provides funding, education, and technical services to individuals and organizations statewide so that all Utahns, regardless of race, gender, ethnicity or economic status, can access, understand, and receive the benefits of arts and culture. Additional information on the programs and services can be found at [artsandmuseums.utah.gov](http://www.artsandmuseums.utah.gov)