



MEDIA RELEASE
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THE BRICK STORE MUSEUM EXHIBIT CELEBRATES 100 YEARS AT THE BEACH

KENNEBUNK, Maine – At its location near picturesque Lord’s Point, the Kennebunk Beach Improvement Association (KBIA) has spent one hundred years witnessing social and historical changes. In commemoration of this centenary, the Brick Store Museum unveils *100 Years at the Beach* as its newest History Showcase display, made possible by the Museum’s business partner, the Cape Arundel Inn. History Showcases are temporary displays that change throughout the year and address a timely theme, current event or new acquisition, thus ensuring that visitors are always seeing something new.

Set against the backdrop of a 15-foot sail floating in the gallery, exhibit-goers learn about KBIA’s one-hundred-year history through artifacts both from the museum’s collections and on loan from KBIA. This display traces KBIA from its 1910 roots as the environmental steward of Mother’s Beach and the Cove to its present-day role in providing a multitude of educational enrichment experiences for children and their families. Beginning in the late 1800s, Kennebunk’s seashore lured vacationers and residents alike to experience the ocean breezes, grand hotels and Dipsy Baths. Summers would not be the same without the beach; therefore visitors to the exhibition can also experience a 1930s-era beach scene, complete with sand, bathing suits, and an umbrella. Everyone has summer memories; whether treasuring time spent at KBIA or recalling another story of summer, it is easy to celebrate one hundred years at the beach.

100 Years at the Beach remains on view through September 14, 2010. The Brick Store Museum is located at 117 Main Street, Kennebunk. Hours are Tuesdays – Fridays, 10 – 4:30 and Saturdays, 10 – 1 (closed holidays). Admission is by donation, suggested \$5 per person. Visit brickstoremuseum.org or call 207-985-4802 for further information.

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