



PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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**It's Back!**  
**RAM's Third Annual International PEEPS® Exhibition**

Racine, WI February 15, 2012

On Friday, April 6, within the pristine white walls of a contemporary art museum that overlooks Lake Michigan, the Racine Art Museum presents an untraditional exhibition showcasing fluffy, sugar-coated marshmallow PEEPS®. In the past, the show's popularity drew over 2,000 visitors to the museum in two weeks.

This year's exhibition features 59 pieces created by over 100 artists, including a Racine Girl Scout troop. Museum-goers can view a riot of electric pastels in creative PEEPS® pieces such as *Chicks Dig Diamonds*, *Hippie Peeps* and *Lady Gaga's Peep Collection*.

Judged by an expert panel based on creativity and best use or representation of PEEPS®, prizes will be awarded for First, Second and Honorable Mention places in adult, teen and children's categories. In addition, one lucky artist will take home the coveted *PEEPles Choice Award* where the community votes for their favorite PEEPS® creation.

The exhibition opens on Free First Friday in Downtown Racine. Visitors to the museum enjoy free RAM admission and extended museum hours, from 10:00 am to 9:00 pm. Also, from 4:00 to 8:00 pm, everyone is invited to drop-in for a free hands-on community art activity.

Competition sponsored by RAM Museum Store and PEEPS®, a registered trademark of the Just Born Company.

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Together, the two campuses of the Racine Art Museum, RAM in downtown Racine at

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441 Main Street and the Charles A. Wustum Museum of Fine Arts at 2519 Northwestern Avenue, seek to elevate the stature of contemporary crafts to that of fine art by exhibiting significant works in craft media with painting, sculpture and photography, while providing outstanding educational art programming.

Docent led contemporary craft and architectural tours of the museums are available. Both campuses of the Racine Art Museum, are open Tuesday – Saturday 10:00 am – 5:00 pm, and are closed Mondays, Federal holidays and Easter. RAM is open Sunday Noon – 5:00 pm, while Wustum is closed Sundays. An admission fee of \$5 for adults, with reduced fees for students and seniors, applies at RAM. Admission to Wustum is free. Members are always admitted without charge to either campus.