



NEVILLE PUBLIC MUSEUM
OF BROWN COUNTY
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FOR IMMEDIATE RELEASE

***Neon: Darkness Electrified* Will Be Lighting Up the Neville Beginning July 29**

Green Bay, WI---July 27, 2017--- In the late 1920s neon signs began glowing throughout the United States. This modern and affordable form of advertising held strong through the 1960s. In downtown Green Bay storefronts illuminated colorful neon signs large and small each evening.

Neon: Darkness Electrified illuminates this part of social history and explores the science behind the glowing tubes. While most of these signs have disappeared from highways and storefronts, a local collector works diligently to gather and restore these historic pieces of Americana. Jed Schleisner, Greenville, Wisconsin, is an avid neon collector and a neon sign artisan. The signs featured in *Neon: Darkness Electrified* are the best examples from Jed's collection. Signs include restaurants, beer brands, automobile dealerships, fraternal lodges, and more!

Neon is on display at the Neville from July 29 through January 7, 2018.

Funded in part by grants from The Pivot Rock Fund and Primum Bonum.

Neon: Darkness Electrified is also supported by: The Union Hotel & Restaurant.

For more information about exhibits and programming please visit www.NevillePublicMuseum.org

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