



FOR IMMEDIATE RELEASE:

The Golden Age of Video Arcade Games From the Collection of Bradley Czech Opens at the Neville

Green Bay, WI---May 22, 2013---The Neville Museum invites you to take a trip back in time to arcades of yesteryear at *The Golden Age of Video Arcade Games From the Collection of Bradley Czech*—on display from May 25, 2013 to September 2, 2013.

The Golden Age of Video Arcade Games features over 80 classic arcade games, some playable, from the collection of Bradley Czech, local collector and WIXX radio personality. “You will never see a collection of video arcade games like this again in your life!” says Bradley. *The Golden Age* explores the culture, art, history and science of these arcade games from the mid-1970s to the mid-1980s.

This exhibition gives you an opportunity to take a trip back in time and visit an arcade during the height of their popularity. With titles like *Pac-Man*, *Space Invaders*, *Donkey Kong*, and *Frogger*, the phenomenon would evolve into a multi-billion dollar industry. This integral part of popular culture would inspire everything from lunchboxes to sleeping bags, to top 40 songs and popular TV shows. The Golden Age was a time of great technical and design creativity, and these games would go on to change the face of the entertainment world.

The development of much more advanced home gaming systems as well as a number of other factors led to the eventual demise of most arcades. Today, actual arcades and the classic games within them are all but lost...until now, when they are on display at your Neville Public Museum.

Come reminisce about your favorite arcade memories, pass them along to your children, or explore the phenomenon for the first time!

The Golden Age of Video Arcade Games is sponsored by the Byron L. Walter Family Trust, Schneider National Foundation, Inc., Local 5 WFRV TV, the Cornerstone Foundation of Northeastern Wisconsin and Wisconsin Public Radio. Thanks also to WIXX 101, the David R. Charles Sr. Family Foundation, Inc., the Lux Foundation, Dr. Richard and Ellen Horak, the Norman L. Jensen Trust, the Kaap Charitable Trust, Pomp’s Tire Service, and the Neville Art Guild for their support.

Editorial expansion of story available upon request.

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