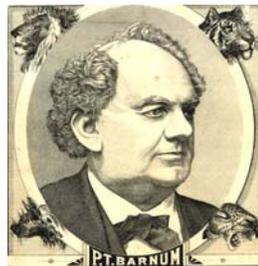


The BARNUM



MUSEUM

The Barnum Museum Names Alice Ferreira Chairperson of the Board

(JAN. 6, 2015) – The Barnum Museum has named Alice Ferreira chairman of the board of directors of The Barnum Museum in Bridgeport, Conn.



A board member since 2009, she recently served as Secretary for the Museum. She is currently a vice president for corporate communications for UnitedHealth Group, a Fortune 14 company.

“P.T. Barnum was the ultimate strategic publicist and a bold and innovative leader and we have much to learn about him and from him. His enduring legacy continues to inspire people to tap into their personal power of creativity and imagination,” she said. “We look forward to keeping his spirit, lessons and stories alive for generations to come.”

“We are at a crucial point in our history, ready to re-emerge as a center for creativity and inspiration and a major cultural destination. We are embarking on a re-imagining of the Museum, and there is no better time to be at the forefront of an organization that will have a lasting impact on everyone in our community, our country and the world,” said executive director Kathy Maher.

Ms. Ferreira’s considerable corporate brand building and reputation management and philanthropic expertise makes her a natural fit as chairman of The Barnum

board. She has been involved in community service for over 20 years in the fields of arts and culture, education and social services and currently serves on the boards of the Kennedy Center and The American Red Cross.

About The Barnum Museum

The Barnum Museum, conceived and built by P.T. Barnum, has proudly served Bridgeport and Connecticut since 1893. The ornate landmark building at 820 Main Street is owned by the City of Bridgeport and is listed on the National Register of Historic Places. The Museum's mission is to inspire curiosity, creativity and confidence through instructive entertainment. A portion of the museum's collection, including carriages and furniture belonging to P.T. Barnum and General Tom Thumb is on view in the People's United Bank Gallery located behind the historic building. Hours are Thursdays and Fridays from 11 to 3.