

NEWS RELEASE
August 8, 2011



109 Buffalo Creek Dr
Elizabethtown, KY
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MEDIA ADVISORY

- Who:** Larry Schmidt and the Schmidt Museum of Coca-Cola Memorabilia
- What:** Preview of the most prestigious auction ever held of Coca-Cola collectibles and advertising art
- When:** The following times will be available for the media to conduct interviews and be given a tour of auction items:
- Wednesday, September 14, 2 pm.
 - Thursday, September 15, 10 a.m. and 2 p.m.
- Where:** The Schmidt Museum of Coca-Cola Memorabilia
109 Buffalo Creek Drive (just off I-65 at exit 94)
Elizabethtown, Ky.

This weekend, September 17 and 18, the Schmidt Museum of Coca-Cola Memorabilia in Elizabethtown will conduct the most prestigious auction ever of Coca-Cola advertising art and collectibles. Hundreds of items are up for bid with many valued at \$20,000 to \$30,000 each. There has been strong media interest in this story. Kentucky media that wish to do a preview story on the auction are encouraged to visit the museum on the days and times mentioned above. Please contact Bob Lauder at Doe-Anderson in advance at (502) 815-3367 (office) or (502) 403-9976 (cell) to make arrangements.

Background: The Schmidt Museum of Coca-Cola Memorabilia possesses the largest private collection in the world of Coke advertising art and collectibles. It has some 80,000 items valued at \$10 million. This year, the museum closed and announced plans to sell all items. All proceeds will go to a foundation being set up by the Schmidt family to benefit charitable organizations. The Schmidt family started one of the nation's first Coca-Cola bottling operations in 1902. More information about the auction is available at www.schmidtmuseum.com.