

THE NEW NONPROFIT NATIONAL MUSTARD MUSEUM ***FIRST FUNDRAISER APRIL 29, 2011***

(MIDDLETON, WI) After nineteen years of operating as part of a for-profit corporation, the National Mustard Museum is now its own separate nonprofit organization. Effective January 28, 2011, the “**National Mustard Museum, Inc.**” incorporated as a nonstock nonprofit corporation in Wisconsin. The existing for-profit “MustardMuseum.com LLC” will continue to sell mustards and related items in the gift shop and online and provide some financial support to the new nonprofit.

According to curator and founder **Barry Levenson**, the strategy of supporting a museum dedicated to mustard solely through gift shop and online sales needed to change in order to revitalize and improve the museum experience. Levenson, who began collecting mustards when his beloved Boston Red Sox lost the 1986 World Series, says his inspiration has always been the speech in the movie *Field of Dreams* in which James Earl Jones convinces Kevin Costner to keep his baseball field, telling him that people would come and gladly hand over money to share his improbable vision. “That was my inspiration,” says Levenson, “but not exactly the best model for running a world-class museum. Museums are typically nonprofits and we believe that this structure will allow us to raise funds from new sources, such as donations and grants. We can then further expand and enhance the museum’s collection, exhibits and visitor activities.”

Established in 1992, the National Mustard Museum has long been a favorite destination for visitors and has drawn international media attention.

As tongue-in-cheek as a mustard museum might seem, the National Mustard Museum has always focused on an important mission, to educate the public about the long and storied history of mustard. It holds the world’s largest collection of mustards and mustard memorabilia. “We are a serious museum,” says Levenson. “We just happen to take a fun approach to it.”

The Mustard Museum will kick off a spirited fundraising campaign on April 29 with “An Evening of Mustard Royalty,” the awards ceremony for the **2011 World-Wide Mustard Competition**. The event will also feature an **Iron Mustard Chefs Challenge**, music by **Quartessence**, magic and mirth by the **Duchess of Mustard**, and the opportunity to meet some of the country’s premier mustard makers. The complete mustard experience continues at the Museum on **Saturday, April 30**, with the **Mustard Marketplace** from 10 to 5.

Coincidentally, April 29 is also the date of the Royal Wedding between Kate Middleton and Prince William. Says Levenson, “I hate to snub the Royal Family but I’ll have to miss the nuptials. As much as I treasure my friendship with Kate, the Middleton I love most is right here in Wisconsin.”

Details about the April 29 event are on the Museum’s website, www.mustardmuseum.com.

For more information:

Contact Barry Levenson at 608-831-2222 or at curator@mustardmuseum.com.