

NEWS RELEASE

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ROM ReCollects

Royal Ontario Museum launches crowd-sourcing project to create a unique online record of visitors' treasured memories



Image credit © Royal Ontario Museum

(Toronto, Ontario – December 12, 2013) The Royal Ontario Museum (ROM) looks back at 100 years of educating, entertaining, and engaging generations of visitors with a unique on-line crowd-sourcing project, **ROM ReCollects**. The public is being encouraged to submit their memories, important moments and reflections of their time at the Museum, leading up to the ROM's Centennial celebrations starting March 19, 2014.

“Over the years, people have told us that the ROM has played significant roles in their lives,” said Janet Carding, ROM Director and CEO. “So we’ve invited our audience— our most valued partner — to help chronicle

the Museum's history. By participating in this unique project, our visitors have the opportunity to tell the story of the ROM as it moves into the next century."

The ROM is asking visitors, past and present, to share their fondest memories, funniest stories and most poignant moments through video, photographs, illustrations and stories in an innovative timeline which reflects the Museum's past. As well as contributing their own memories, visitors can read and add to other submissions of favourite experiences – from ROM staff, visitors, and notable Torontonians. Visitors can access stories at www.rom.on.ca/romrecollects and navigate the content in a number of ways - by era, as image, text or video, or by theme, including Behind the Scenes; Clubs, Camps, Programs & Parties; Controversies; Myths & Legends; Visiting; and Working & Volunteering.

Among the submissions to date, is the story from ROM employee Frank Petersen about how a family heirloom he brought in was identified by a curator as "dating back nearly 5,000 years." And fashion journalist Jeanne Beker recalls her childhood at the Museum: "One of my favourite things to do was to go to the ROM on a Saturday afternoon and gaze at the (invisible) knight in shining armour. That suit conjured up such romantic visions for me!"

The *ROM ReCollects* website launched in October 2013 and will continue as part of the Museum's Centennial celebrations through to March 2015.

For further information about contributing your own story to *ROM ReCollects*, contact Julia Matthews, ROM ReCollects Editor at juliama@rom.on.ca

About ROM 100

The Royal Ontario Museum (ROM) launches an exciting year of Centennial events and activities on March 19, 2014. While celebrating the Museum's history, collections, curatorial expertise, and research contributions, the Centennial is also an opportunity to highlight the unique ways in which the ROM connects visitors to their world and each other.

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The Royal Ontario Museum is an agency of the Government of Ontario. Opened in 1914, Canada's largest museum of natural history and world cultures has more than six million objects in its collections and galleries showcasing art, archaeology and natural science. The ROM is the largest field research institution in the country, and a world leader in research areas from biodiversity, palaeontology, and earth sciences to archaeology, ethnology and visual culture - originating new information towards a global understanding of historical and modern change in culture and environment.

For 24-hour information in English and French, please call 416.586.8000 or visit the ROM's web site at www.rom.on.ca. Tickets are available online at www.rom.on.ca.