



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **PACIFIC AVIATION MUSEUM NAMES ANNE MURATA MARKETING AND BUSINESS DEVELOPMENT DIRECTOR**

May 12, 2008—Pearl Harbor, O’ahu, HI—Pacific Aviation Museum has added to their team naming Anne Murata director of marketing and business development, it was announced today by Executive Director Ken DeHoff. “Murata’s extensive experience in destination marketing, major brand management, and partnership engagement will help launch the museum into the international marketplace which is the goal of the Phase 2 expansion plans we’re initiating now. We’re extremely pleased to add her depth to our growth team,” said DeHoff.

Pacific Aviation Museum recently announced its Phase 2 capital campaign for the restoration of the two additional standing hangars and the red and white icon control tower. They are increasing their historic aircraft collection for visitors to the museum with the impending arrival of the Air Force F-15 Screaming Eagle and the last flown Navy F-14 Tomcat.

Formerly vice president of marketing at Media-HI, marketing director of Royal Hawaiian Shopping Center, group publisher and national marketing manager of Guest Informant visitor media, Murata was also president and founder of Murata Creative Marketing & Advertising of Honolulu and Medlin & Associates advertising of Marina del Rey, CA. She has held executive positions in advertising agencies from Lausanne, Switzerland to Los Angeles, CA.

She has been awarded the coveted IBA--the International Broadcasting Award for "The World's Best Radio Advertising" by the Hollywood Radio & Television Society. She has also received CLIO, ANDY, ADDY and One Show awards for print and electronic advertising campaigns.

She is on the education committee of Retail Merchants of Hawaii, has served as the public relations, government relations, and operations chairs for the International Council of Shopping Centers, Western Division, and is on the planning committee for the Hawaii Hotel & Lodging Association. She has given marketing presentations nationally at Comdex, the Consumer Electronics Show, and at Value Retailing conventions. In addition, Murata has served as an advisor to the College of Communication at Hawaii Pacific University, where she has taught advertising.

The Pacific Aviation Museum is located in the historic hangars of Ford Island that witnessed the surprise attack by the Imperial Japanese Navy on Pearl Harbor December 7<sup>th</sup>, 1941. Its mission is to develop and maintain an internationally recognized aviation museum on historic Ford Island that educates young and old alike, honors aviators, the support personnel who defended freedom in the Pacific Region and to preserve Pacific aviation history.

Daily, visitors from all over the world view the planes; enjoy exciting hands on technology experiences such as the "War Wings" air flight battle simulators, hear the stories told by veteran docents and view history through films and audio. The museum gift shop and restaurant are unique in their offerings and their authentic 1940s ambiance.

Pacific Aviation Museum is open 9am to 5pm daily and is accessed by shuttles from Bowfin Park at Pearl Harbor. Phone 808/441-1000 or visit [www.PacificAviationMuseum.org](http://www.PacificAviationMuseum.org) for tickets and more information.

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