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SMHS SEEKING DONATIONS, NEW MUSEUM BUILDING DEPLETES CASH RESERVES

Apache Junction, ARIZ – After many years of planning, fundraising and shrewd decisions, the Superstition Mountain Historical Society (SMHS) is getting close to opening the doors to its new museum building. For many years the Superstition Mountain Museum has been located in the Goldfield Ghost Town on Highway 88, just outside of Apache Junction; however, it was the society's dream to have its own structure. This new museum was made possible by the generosity of corporate and private donors, along with some creative land investments made by the SMHS board. "Not one penny of public or tax dollars were used," said George Johnston, President of the historical society.

The SMHS was able to pay cash for the museum building and all its infrastructure costs; however due to the poor economy, donations have been meager at best. "In order to finish the museum we still have to build the displays and landscape the property. The museum is run by volunteers, but we still have to pay for utilities, maintenance, new exhibits and marketing efforts. We are in desperate need of adding to our cash reserves and hope that we can generate some sizable corporate or private donations soon," said George Johnston.

The Superstition Mountain Museum has the largest collection anywhere of books, maps and periodicals on the Superstition Mountains and the Lost Dutchman Mine. "We hope that our expanded gift shop in the new building will provide a significant revenue stream. And, with the help of our marketing firm, Truth in Advertising, we plan to rebuild our web site and emulate the gift shop to expand our reach to those who may have forgotten that special gift while they were here, or for those who may want information about the area before their journey to this magical place," said Shirley Keeton, Executive Director of the museum.

The new Superstition Mountain Museum is located on Highway 88 just south of the soon-to-be old location at the Goldfield Ghost Town. The completion of the museum is scheduled for early September; however it will take a couple months to move exhibits, build displays and prepare

the landscape, so the actual opening of the new museum won't be until the latter part of the year," said George Johnston.

The Superstition Mountain Museum collects, preserves and displays the artifacts, history and folklore of Superstition Mountain, Apache Junction and the surrounding region, and is the official Apache Trail tourist center. A large part of its collection involves the Lost Dutchman gold mine, famous throughout the world. Nowhere in the United States is there an area as rich and full of legend, history and intrigue as the rugged Superstition Mountain range.

If you're interested in donating to the Superstition Mountain Historical Society and their Museum, please contact Shirley Keeton, the Executive Director at Smhsgold@aol.com or by calling 480-983-4888.

The Superstition Mountain Museum can be reached at:

www.superstitionmountainmuseum.org

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