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MUSEUM OF AMERICAN FINANCE SELECTS COGNITO TO RAISE AWARENESS

Smithsonian affiliate promoting extensive historical archives & financial education

NEW YORK – September 10, 2012 – [Cognito](#), a full-service public relations and marketing agency specializing in financial services, today announced a partnership with the Museum of American Finance. A New York-based affiliate of the Smithsonian Institution and the nation's only public museum dedicated to finance, entrepreneurship and the open market system, the Wall Street museum selected Cognito to raise its profile among key constituents and manage its media relations.

The Museum of American Finance is collaborating with Cognito to promote its extensive collection of financial documents and artifacts, in addition to its permanent and rotating exhibitions, regularly hosted seminars, expert speaking panels, and educational programs. Recent speakers have included [Dr. Niall Ferguson](#), Senior Research Director at Oxford University, contributor to the *Financial Times* and one of *TIME Magazine's* 100 most influential people in 2004, and Paul Volcker, renowned economist and Chairman of the Federal Reserve under United States Presidents Jimmy Carter and Ronald Reagan.

"As a leading financial services PR agency, Cognito was the ideal partner to help us elevate our profile among the financial community," said Dr. David Cowen, the Museum's President and CEO. "Our goal is to build a bridge between the financial markets and the general population through history and education – we're confident that Cognito's extensive knowledge of the industry and shared passion for financial literacy will help us get there."

"We are delighted to be working with such a unique and valuable institution as the Museum of American Finance," said Dan Simon, President of Cognito. "The opportunity to work with such an esteemed organization in our community is rewarding. We truly believe in the Museum's mission to spread greater financial education and awareness in New York."

The Museum is located in a historic bank building constructed in 1929 at 48 Wall Street, on the corner of William Street in New York City, and is open Tues–Sat, 10 am – 4 pm EST. For more information, visit www.moaf.org or connect with the Museum on [Facebook](#) or Twitter ([@FinanceMuseum](#)).

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Notes to Editors

ABOUT COGNITO

Founded in 1999, Cognito is a full service communications agency focused exclusively on the finance and financial technology sectors. From global institutions to niche players, our clients benefit from creative and strategic thinking, professional delivery and a commitment to exceeding expectations. For clients seeking to raise brand awareness, overcome sales challenges or source external communications expertise, we combine a deep understanding of the financial sector with the strategies and tactics that will achieve tangible results. With offices in London, New York, Los Angeles and Singapore we offer local, regional and global programs to match client needs. To find out more, visit <http://www.cognitomedia.com/>.

ABOUT THE MUSEUM OF AMERICAN FINANCE

The mission of the Museum of American Finance is to preserve, exhibit and teach about the nation's finances and financial history. The Museum is an independent, non-profit 501(c)(3) Smithsonian affiliate creating non-ideological presentations and programs for purposes of education and general public awareness.

Founded in response to the tumultuous market events of 1987, the Museum chronicles American financial development. It plays a special role as a guardian and interpreter of America's collective financial memory, connecting the past with the present, while serving as a guide to the future. With education at the core of its mission, the Museum seeks to create lifelong learning and inquiry by promoting a deeper understanding of how markets, investments, money and banking work. It does this by presenting exhibitions that explore current and historical finance-related topics; by offering educational programs accessible to a broad audience; by sustaining a library and archive of significant historical and contemporary books and artifacts relating to American finance; by organizing programs for the public that are intended to heighten awareness and understanding of a variety of finance-related issues and topics; and by serving as a neutral forum for the discussion and presentation of finance- and financial history-related issues and topics.