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Museum of American Finance Celebrates 25th Anniversary on October 19th *Event also marks 25th anniversary of 1987 Crash*

New York, NY – Oct. 9, 2012 – On Friday, October 19, 2012, the Museum of American Finance will observe its 25th anniversary, along with the anniversary of the Crash of 1987. Founded by finance professional and historical document collector John E. Herzog in response to the events of Black Monday, the Museum of American Finance is the nation’s only public museum dedicated to preserving, exhibiting and teaching about American finance and financial history.

The Museum will observe its anniversary with a thought leadership symposium titled “Restoring the Faith of Investors,” which is an invitation-only event to be held at both the Museum and the New York Stock Exchange. The event is intended to generate meaningful discussion amongst senior-level financial executives and industry association leaders and produce real solutions for re-establishing the investing public’s faith in the nation’s financial markets.

“We are now at a time when finance is being questioned. Financial crises and scandals have shaken investor confidence,” said David Cowen, the Museum’s president and CEO. “Rather than shy away from such issues, the Museum looks to present them in a neutral forum, with the backdrop and understanding that finance has been a powerful force for building our nation’s economy over time.”

The Museum, an affiliate of the Smithsonian Institution, is located in a historic bank building one block from the New York Stock Exchange. It annually hosts more than 40,000 visitors, including more than 13,000 schoolchildren. With education as its core mission, the Museum offers a program of permanent and timely temporary exhibitions; education programs for elementary through graduate level students; a robust calendar of special events and presentations; and an important collection of documents, artifacts and artworks related to the financial markets, money and banking. Its quarterly membership magazine, *Financial History*, is an internationally-recognized source for the history of business and finance.

In addition to the October 19th symposium, the Museum will commemorate the 25th anniversary of the Crash of 1987 with its annual “Great Crashes” guided walking tour of the Financial District at 1pm on Saturday, October 27. This unique tour is the only regularly-scheduled event that commemorates the Crashes of 1929 and 1987, as well as the Panic of 1907. For information, visit www.moaf.org/events.

About the Museum of American Finance

The Museum of American Finance is the nation’s only public museum dedicated to preserving, exhibiting and teaching about American finance and financial history. With its extensive collection of financial documents and objects, its seminars and educational programming, its publication and oral history program, the Museum portrays the breadth and richness of American financial history, achievement and practices. The Museum is located at 48 Wall Street, on the corner of William Street, and is open Tues–Sat, 10 am – 4 pm. For more information, visit www.moaf.org or connect with the Museum on Facebook or Twitter.