

CLIENT CASE STUDY

"An Avalanche of Attention:" PR & The Maryland Historical Society



MEET MARYLAND HISTORICAL SOCIETY

The Washington Post named The Maryland Historical Society (MdHS) one of Baltimore's top museums – and Paisley Green is honored to have brought a new audience to this illustrious institution!



THE CAMPAIGNS

RECREATING THE STAR-SPANGLED BANNER

For the War of 1812 bicentennial, MdHS wanted to create an accurate full-scale replica of the Star-Spangled Banner flag that inspired Francis Scott Key 200 years earlier, and use it as the centerpiece for public programming. Our successful crowdfunding campaign secured fabric and materials; our marketing efforts reached thousands of participants who came to the museum to add their stitch, & our PR efforts generated international media attention.

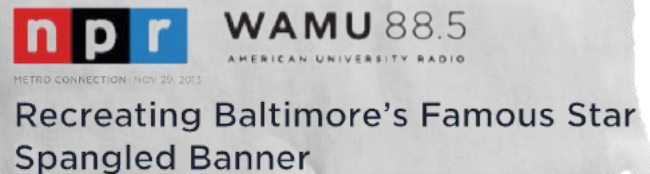
THE NEW POE TOASTER

The Maryland Historical Society, Poe Baltimore, and Westminster Hall and Burying Ground issued a call to revive the tradition of the "Poe Toaster" by seeking artistic interpretations honoring Edgar Allan Poe at his original gravesite at Westminster Hall. Paisley Green did it again, generating national headlines when the New Poe Toaster appeared in the graveyard on Poe's birthday.



THE RESULTS

Coverage included *The New York Times* (multiple stories), *The Washington Post* (multiple stories), *Baltimore Sun* (multiple front page stories), *The Wall Street Journal*, NBC News, Huffington Post, *Forbes*, every major TV station in the Baltimore and Washington DC region, National Public Radio, The Associated Press, *Al Jeezera* and more.



The Washington Post
THE WALL STREET JOURNAL.



The New Poe Toaster



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