



EXPLORING HOW THE THREAT OF NUCLEAR WAR SHAPED AMERICAN LIFE

“Atomic Alert!: Confronting ‘The Bomb’ in the New Atomic Age” Comes to [INSTITUTION NAME AND DATE OF OPENING]

Atomic bombs ushered in the end of World War II and, four years later, with the detonation of the USSR’s first atomic test, ushered in the beginning of the Cold War. “Atomic Alert!: Confronting ‘The Bomb’ in the New Atomic Age,” a traveling exhibition from Overland Traveling Exhibits, explores the history of the Federal Civil Defense Administration, which was established to prepare Americans for the perils of the new Atomic Age. The exhibition will be on display at [INSTITUTION NAME HERE] from [OPENING DATE] to [CLOSING DATE]. The exhibit will tour the United States through 2022. Visit overlandexhibits.com/atomic for more details.

“Atomic Alert!” features posters, brochures, videos, and other artifacts from the extensive collection of independent scholar Michael Scheibach. The exhibit puts a special focus on the educational and volunteer programs of the FCDA, which encouraged the building of bomb shelters, the establishment of neighborhood wardens, and taught children to “duck and cover.” In sections that explore what government officials hoped average Americans would behave before, during, and after a nuclear attack, visitors will encounter government-produced materials that range in tone and content from fun to fatalistic.

“Atomic Alert!” includes a striking artistic interpretation of the impact of a nuclear blast, featuring the silhouette of a bomb roughly the size and shape of the bombs dropped in World War II. Coming face-to-face with the silhouette, and exploring the impact of an atomic explosion on a typical metropolitan area, gives visitors a sense of just how devastating nuclear war could be.

“Atomic Alert!” was developed, designed, built, and toured by Overland Traveling Exhibits and independent Atomic Age scholar Michael Scheibach, PhD. Founding institutions include the Historical and Cultural Society of Clay County in Moorhead, Minnesota.

Staying relevant in 2019 is tough for museums as screens and schedules compete for attention. Overland can help. Overland exhibits provide a fresh perspective on issues that matter today, in a format that simply can't be experienced on a screen. To learn more, visit overlandexhibits.com.

[INFORMATION ABOUT YOUR INSTITUTION GOES HERE]

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