



## FOR IMMEDIATE RELEASE

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### The Salem Witch Museum Timeline

**1972-** The Salem Witch Museum opens. Growing interest in Salem's witch trials generated by Arthur Miller's literary masterpiece *The Crucible* as well as the popular television series *Bewitched* inspires museum founders Holly and Tom Mulvilhill to provide a unique and accessible learning experience for visitors to Salem.

**1980-** Prominent North Shore business executive Biff Michaud assumes management of museum operations.

**1981-** The Salem Witch Museum, in cooperation with the Salem Chamber of Commerce, launches family-friendly "**Haunted Happenings.**" The format expands from a local one-day event in October to the month-long festival it is today, drawing hundreds of visitors from around the world.

**1988-** Museum offers translations of its central dramatic presentation in eight languages via audio headsets for increasing number of visitors from Canada, Europe and Asia.

**1989-** Museum establishes education program for group visitors as well as educational outreach program for local schools and organizations.

**1991-** The Salem Witch Museum, in conjunction with other prominent Salem cultural institutions, invites **Pulitzer Prize winning playwright Arthur Miller** to Salem to launch commemoration events for the 300<sup>th</sup> anniversary of the Salem witch trials. Miller serves as featured speaker at opening press conference.

**1992-** The Salem Witch Museum plays a prominent role in the newly formed **Salem Witch Trials Tercentenary Committee** to commemorate the 300<sup>th</sup> anniversary of the Salem witch trials.

- As part of this committee, The Salem Witch Museum oversees the design and construction of the **Salem Witch Trials Memorial** adjacent to Salem's seventeenth-century Old Burying Point Cemetery on Charter Street. The memorial honors the twenty individuals who were executed during the 1692 witch trials.
- At the invitation of the Tercentenary Committee, **Nobel Laureate and Holocaust survivor Elie Wiesel** visits Salem to dedicate the Salem Witch Trials Memorial.

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- The Salem Witch Trials Tercentenary Committee establishes the **Annual Salem Award for Human Rights and Social Justice (a foundation now rebranded as Voices Against Injustice)** to keep alive the lessons of the Salem witch trials of 1692 and to recognize those who are taking action to alleviate discrimination and promote tolerance.

**1995-** Informational panels providing background of the 1692 witch trials are installed in the museum's foyer.

**1999-** The exhibit "**Witches: Evolving Perceptions**" is added to the museum's core presentation to address how the word witch has evolved throughout history, provide background information about the European witchcraft trials that led up to the Salem trials of 1692, and discuss modern-day witch-hunts.

**2000-** In conjunction with Salem State University, the Salem Witch Museum implements distance-learning educational opportunities for teachers and students across the country.

**2010-** The museum undergoes major exterior updates to conserve its historic 1848 façade.

**2017-** The front of the museum is remodeled to add a plaza and larger sidewalk so as to make daily foot traffic safer.

**2018-** The timeline of witchcraft history in the "Witches: Evolving Perceptions" exhibit is redone, updated, and expanded. This is done as a part of a larger updating process for both the main presentation and "Witches: Evolving Perceptions" exhibit.

**The Salem Witch Museum has told the story of the victims of the Salem witch trials of 1692 since the museum's founding in 1972. It is dedicated to bringing the larger issue of persecution and scapegoating of all innocents to light through its exhibit "Witches: Evolving Perceptions" as well as through its educational outreach programs. Prominently located opposite the Salem Common, the museum prides itself on being a major attraction on Boston's historic North Shore.**