

Jane Exceeds Expectations & Breaks All Records!

Jane, Rockford's celebrity dinosaur, has extraordinary star power. During the first four weeks of the *Jane: Diary of a Dinosaur* exhibit at Burpee Museum of Natural History, the rare young *T. rex* exceeded expectations and broke all records. Take a gander at these statistics:

- 20,000-plus visitors by mid-afternoon July 27. (Last year's visitors: 2,436.)
- \$35,733 total admission revenue.
- 80 Dino-Tastic packages booked.
- 61 family memberships sold.
- \$26,609 total museum shop revenue.
- 8,600 items sold at museum shop.
- Lowest-priced items: 25-cent rocks and pencils.
- Highest-priced items: \$75 Estwing geology hammers, made in Rockford.
- Most popular items: Jane T-shirts, followed by anything *T. rex*-related.
- 75 TV/radio stations featured Jane to an audience of 7.2 million in 31 states.
- The Associated Press covered Jane, and the story continues to pop up in newspapers and websites nationwide.
- The Chicago Tribune featured Jane on the front page June 27.
- Burpee Curator of Earth Sciences Michael Henderson did more than 20 TV and radio interviews during a satellite media tour on June 27.



Comicbook-style Jane poster at Chicago bus stop



Eager visitors crowd around Jane on opening day.



Teamwork Makes Jane Run...and Run...and Run!

- Created a Jane Marketing Team with the Rockford Area Convention & Visitors Bureau, Burpee Museum of Natural History, Illinois Bureau of Tourism, Edelman PR Worldwide, JWT Advertising, Rockford Park District and the City of Rockford.
- Secured Illinois Bureau of Tourism Marketing Partnership Grants.
- Printed 78,000 brochures, 50,000 rack cards and 25,000 direct-mail postcards.
- Placed ads in Chicago Parent, Oaklee's Guide, Daily Herald in Chicago area, March-July.
- Placed ads in MetroParent in Milwaukee area, March-July.
- Prepared and distributed 100 media kits and photo CDs to key media (ongoing).
- Transmitted three news releases to 400 Midwest media.
- Launched a website www.visitjane.com, linked to www.gorockford.com, www.burpee.org and www.enjoyillinois.com.
- Contracted with Edelman PR Worldwide for a satellite media tour, media training and to edit B-roll video. Did 20 live TV interviews and five radio interviews on June 29.
- Placed signage of Jane skulls peering over tops of directional signage throughout Rockford.
- Decorated museum, tunnel and grounds with balloons and ribbons in Jane colors for grand opening. Stenciled dino footprints in parking lot. Distributed helium Jane balloons and native Rockford potato chips to children as they left museum.
- Placed "Jane Is Here" signage near museum and on key thoroughfares throughout town.
- Invited one bus of park district kids and two Jane library clubs to attend opening.
- Hired "One Drum" for background music during opening.
- Held a press preview on June 28.
- Ordered VIP gifts: 24 Estwing hammers; 50 crystal cubes; 150 baseball and safari hats.
- Transmitted an e-newsletter about Jane.
- Created Dino-Tastic Getaway Packages for the first 100 families who booked hotel rooms.
- Worked with four hotels to offer regular Jane packages.
- Arranged for Burpee admission to be free on opening day.