



## The City of Auburn's Historic & Cultural Sites Commission

*c/o Cayuga County Office of Tourism*

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## The City of Auburn's Historic & Cultural Sites Commission Unveils a Set of New Postcards

### *Participating organizations:*

Auburn Enlarged City  
School District

Auburn Public Theater

Cayuga County  
Arts Council

Cayuga County  
Chamber of Commerce

Cayuga County  
Historian's Office

Cayuga County  
Office of Tourism

Cayuga Museum &  
Case Research Lab

Downtown Auburn  
Business Improvement  
District

Harriet Tubman Home

Schweinfurth  
Memorial Art Center

Seward House

Willard Memorial Chapel

For Immediate Release: Auburn, NY (6/9/09): Just in time for the start of the summer season, visitors now have fun and attractive postcard choices for sending friends a "slice of Auburn." Meg Vanek, Executive Director of the Cayuga County Office of Tourism, said "Visitors and residents are always looking for postcards that capture Auburn landmarks to send to their friends and family, and these new postcards showcase some of Auburn's most popular sites."

The Commission worked with Coburn Design on both the concept and the design of the cards. The stylistic look tips a hat to the 1950s, amplified by the color palette of sky blue, lime green and tangerine. Plus the "Greetings from Auburn" further reinforces the 50s model, with additional photo images seen inside the bubble letters.

Chris Madden, who has been onboard at Coburn Design since 2007, personally illustrated many of the images on the postcards. "Illustration is my passion and specialty at Coburn Design," said Chris Madden. "It was extremely rewarding to work on such an original design which relied so heavily on custom illustrations."

A survey delivered through the City's e-newsletter Operation Auburn, gathered ideas and feedback from residents and visitors alike on what they feel Auburn's iconic places are. Ideas shared included the Genesee Beer sign and Hunter Dinerant.

The series of three postcards have specific themes: Auburn's historic & cultural sites, Auburn's performing arts, and Auburn's landmarks. The historic & cultural sites include Harriet Tubman Home, Seward House Museum, Fort Hill Cemetery, Willard Memorial Chapel and Cayuga Museum & Case Research Lab. For the performing arts postcards, images include Merry-Go-Round Playhouse, Auburn Public Theater, Schweinfurth Memorial Art Center and Auburn Schine Theater. The landmark postcard showcases the Phoenix Building, Hoopes Park pavilion, the Genesee Beer sign, Hunter Dinerant and Copper John.

The series of postcards can be purchased at the following locations: Cayuga County Office of Tourism, 131 Genesee St.; Seward House Museum, 33 South St.; Tubman Home, 180 South St.; Willard Chapel, 17 Nelson St.; Cayuga Museum, 203 Genesee St.; Schweinfurth Art Center, 205 Genesee St. and Auburn Public Theater, 108 Genesee St.

For more information, please call (315) 255-1658, or visit [www.TourAuburnNY.com](http://www.TourAuburnNY.com).

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