



CONTACT: Sue Dorn/Patricia Fahie
Carolyn Izzo Integrated Communications (CIIC)
914-924-7811 / 845-675-9065
sdorn@ciicnews.com / pfahie@ciicnews.com

Red Star Line Museum and City of Antwerp Launch Nationwide Search to Identify Image of Young Girl Holding Passenger Ticket to America
Antwerp, Belgium Vice-Mayor Philip Heylen Kicks-Off "Do You Know This Girl?" Awareness Campaign in Hopes of Bringing Her Story to Life

NEW YORK, NY (June 7, 2011) – Between 1873 and 1934, legendary shipping company Red Star Line, based in Antwerp, Belgium, transported 2.6 million emigrants on a journey to a new life in North America. Although millions of Europeans traveled on the Red Star Line, the image* of one young girl, with a ticket in hand, has inspired a nationwide search to not only discover her identity, but bring her story to life. Philip Heylen, Vice-Mayor of the city of Antwerp, officially launched the “Do You Know This Girl?” campaign (www.redstarline.org) today at an event in New York City hosted by world-renowned designer Diane von Furstenberg.

Sponsored by The Red Star Line Museum, in anticipation of its grand opening in Antwerp in spring 2013, the multi-tiered social media campaign features a “Do You Know This Girl?” Blog (<http://blog.redstarline.org>) and personal Facebook page (www.facebook.com/RedStarLineMuseum) where fans can join in on the search, get clues, learn more about the Red Star Line Museum and enter a contest to win a trip for two to Belgium, as well as a \$1000 shopping spree in Diane von Furstenberg’s Antwerp Boutique. Beginning June 7, the public can become eligible to win by completing a simple entry form found on the blog site and

'liking' the photo of the girl in order to enroll in the search. A series of ten qualifying questions/clues posted on the campaign's Facebook page every week for five weeks starting June 24, further advance contestants' chances to win. The first "fan" to answer each question correctly will become a contest finalist. The ten finalists will be asked to symbolically convey the story of the girl's life (in one paragraph) with "fans" voting on the best story for the grand prize. The "Do You Know This Girl?" contest is open to residents of the United States, including the District of Columbia and Canada who are at least eighteen (18) years of age.

"The campaign comes at a time when interest in genealogy is enjoying a massive surge in popularity," said Philip Heylen, Vice Mayor of Antwerp, Belgium. "Our goal for this campaign is two-fold: entice people to help us identify and bring to life the girl in the photo AND encourage them to research their own family histories as they may relate to the Red Star Line."

The Museum – Two Million Passengers, Two Million Stories

Of the 2.6 million Red Star Line passengers, most were poor European emigrants in search of the American dream, but some were affluent passengers travelling for business or pleasure. The list of famous RSL passengers include names like Albert Einstein, Irving Berlin, Golda Meir and Arthur Murray. For many, three historic port warehouses on the Rijnkaai in Antwerp's old port district, het Eilandje, represented the last stop on the European mainland. Long empty, these buildings are protected monuments and are part of Antwerp's communal memory.

In April 2005, the city of Antwerp purchased the buildings from the Port Authorities and enlisted New York City-based Beyer Blinder Belle Architects & Planners LLP (the firm also responsible for the renovation of the Ellis Island Immigration Museum) and the Antwerp-based architecture firm Arcade to collaborate on an extensive development and redesign project. The \$26 million, top-to-bottom transformation of the complex is in full swing and will open its doors in spring 2013 as the Red Star Line Museum, a themed experience museum about emigration through Antwerp.

Featuring original objects from public and private collections and a large number of multimedia installations, the museum will become a place for remembrance, experience, debate and research, with a focus on migration and international mobility in the past and the present. Visitors will be able to relive the journey that millions of European emigrants took before moving to America a century ago. “While the feel of the buildings’ architectural style will be preserved, the interactive exhibits and installations we are introducing will raise the guest experience to an entirely new level, promising a total immersion into the journey taken by passengers,” said Heylen.

For more information on the “Do You Know This Girl?” campaign, Red Star Line Museum or Antwerp, Belgium, visit www.redstarline.org.

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**Photo: Young Galician immigrant holding envelope labeled “Red Star Line.” Saint John, NB. May, 1905*

Source: Library and Archives Canada/Department of Employment and Immigration fonds/C-063254