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Date: October 11, 2018

PRESS RELEASE - FOR IMMEDIATE RELEASE

Contact: Cathy McCoy
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Event: "The City That Sold America" Screening

When: November 1, 2018

Where: Caldwell Arts Council

Cost: Admission is by donation at the door

Caldwell Arts Council is pleased to host a film screening and Q&A with *The City That Sold America* executive producer on Thursday, November 1 at Granite Falls Middle School Auditorium, 6-8pm.

Granite Falls native Mary Warlick returns home to discuss her film about Chicago and advertising. For now, you can only see this documentary in Chicago at the International Film Festival, at a premiere festival in New York City, or in Caldwell County! Admission is by donation at the door, with proceeds benefiting Caldwell Arts Council.

Here's a brief synopsis of *The City That Sold America*:

At the threshold of the 20th Century, a melting pot of adventurous immigrants, creative mavericks, and freedom-seeking African Americans shaped consumerism as we now know it. The new documentary *THE CITY THAT SOLD AMERICA* reveals, with intriguing insights and wistful nostalgia, the confluence of creative talent, business savvy, grit and determination in the heartland that changed the country and our relationship with popular culture.

For the first time, the film explores how Chicago introduced ground-breaking, behavior-changing ideas like fast food chains, orange juice, soap operas, African-American beauty products, late night talk shows, toothpaste, and Kleenex. *THE CITY THAT SOLD AMERICA* uncovers the origins of beloved icons like Tony the Tiger, the Jolly Green Giant, Charlie Tuna, the Budweiser's Clydesdales, and the Pillsbury Dough Boy — all of whom have made lasting impressions upon generations of Americans. As print and broadcast media evolved, Chicago's centralized location and Midwestern

approach helped expand the reach of advertisers, giving rise to the enduring practices of product placement, spokespeople, market research, and conscious branding.

The tastemakers, influencers, and ad makers featured in the film were forerunners of a new frontier. With access to a wealth of rare archives, THE CITY THAT SOLD AMERICA brings audiences behind-the-scenes stories from Chicago's advertising revolution and the untold tales of the creatives whose ingenuity and industry had the rest of the nation swooning to their rhythm.

About the Caldwell Arts Council

The Caldwell Arts Council presents the arts in all its forms to the people of Caldwell County. Located at 601 College Avenue in Lenoir, the Caldwell Arts Council is open Tuesday-Friday 9am-5pm and Saturdays 10am-2pm, free to the public.

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