

FOR IMMEDIATE RELEASE:

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**DUPAGE CONVENTION & VISITORS BUREAU ANNOUNCES CURATED OFFERS
IN CELEBRATION OF HISTORIC FRIDA KAHLO 2020 EXHIBITION**

*Access to Frida Kahlo-Inspired Experiences, Discounted Hotel Rates and Dining Perks
Delivered Exclusively to Passport Participants*

OAK BROOK, IL — Beth Marchetti, Executive Director of the DuPage Convention & Visitors Bureau (DCVB) today announced the launch of the [Frida Kahlo 2020 Passport](#), a curated collection of hotel, dining and experiential offers throughout DuPage to celebrate the historic [Frida Kahlo 2020 exhibition](#) opening June 2020.

The Cleve Carney Museum of Art (CCMA) and the McAninch Arts Center (MAC) at the College of DuPage (COD) will host one of the largest private collections of original artwork by Frida Kahlo in a multifaceted exhibition entitled *Frida Kahlo 2020*. The exhibition will be the most comprehensive presentation of Kahlo's work displayed in the Chicago area in over 40 years.

"The development of this Passport has been very exciting as it provided us the opportunity to once again connect with our communities. The interest and willingness to support such an exciting exhibit for DuPage is incredible," said Marchetti. "It is our hope that those planning a visit to the historic *Frida Kahlo 2020* exhibit will explore and experience DuPage beyond the exhibition."

Registration for the *Frida Kahlo 2020 Passport* is free via the [Discover DuPage website](#). Offers will continue to be added through mid-March and are redeemable beginning June 1 through August 31, 2020.

The DCVB partnered with Bandwango, a technology platform that allows destination marketing organizations to seamlessly curate and deliver offers to its stakeholders. The *Frida Kahlo 2020 Passport* features include, but are not limited to:

- **Find Frida Scavenger Hunt**, sponsored by the Downtown Glen Ellyn Alliance - 20 participating businesses are hiding Frida dolls within their shops! Your mission is to find them, get your map validated, all while exploring Downtown Glen Ellyn.
- **Draw Yours and Frida Kahlo's Self Portrait**, sponsored by the DuPage County Historical Museum & Wheaton Park District Administration Building.
- **Free Admission to Engaging Frida & McCormick House**, sponsored by the Elmhurst Art Museum.
- **Free Parking** for Mexican Folkloric Festival at Cantigny Park. Valid Saturday, June 20 and Sunday, June 21.

The DCVB is promoting the passport registration to consumers through a variety of advertising platforms, such as programmatic digital buys, print publications and ads, geo-fencing and retargeting campaigns.

ABOUT THE DUPAGE CONVENTION & VISITORS BUREAU

The DuPage Convention & Visitors Bureau (DCVB) is the official destination marketing organization for DuPage County, Illinois' second largest County comprised of 38 communities. The DCVB works in partnership with community business and civic leaders to maximize travel and tourism opportunities which ultimately contribute to the economic vitality of the County and its residents. For more information, visit www.DiscoverDuPage.com.

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Frida Kahlo 2020 will be on view June 1 – August 31, 2020 during the hours of 10 a.m.-6 p.m. Monday, Tuesday, Wednesday, Friday, Saturday and Sunday; and 10 a.m.-10 p.m. Thursday. Tickets are available in-person, [online](#) or by phone. Timed Entry Tickets, which reserve a specific date and time for exhibition viewing, are \$18 (excludes online and handling fees). Untimed Entry Tickets, which allow visitors flexibility to pick a date and view the exhibition any time during that day's regularly scheduled hours, are \$35.

Frida Kahlo 2020 is presented by Bank of America and made possible through support from the College of DuPage Foundation, Milly and Alan Peterson, Ball Horticultural Company, Nicor Gas, Wight & Company, AeroMexico, the National Endowment for the Arts and the DuPage Foundation. For more ticket information, visit frida2020.org or call 630.942.4000.

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About the Cleve Carney Museum of Art

The late Cleve Carney provided a significant legacy gift to establish the Cleve Carney Art Gallery at College of DuPage. The gallery opened in February 2014 with its inaugural exhibition Selections from Cleve Carney's Art Collection. The gallery will be expanding to a 2,500 square foot museum, the Cleve Carney Museum of Art, scheduled to open June 2020 with its inaugural exhibition *Frida Kahlo 2020*. The museum will maintain the standards set by the American Alliance of Museums. More information can be found at TheCCMA.org or by calling 630.942.3206.

About the MAC

The McAninch Arts Center at College of DuPage is located 25 miles west of Chicago near I-88 and I-355. It houses three indoor performance spaces (the 780-seat proscenium Belushi Performance Hall; the 236-seat soft-thrust Playhouse Theatre; and the versatile black box Studio Theatre), the outdoor Lakeside Pavilion, plus the Cleve Carney Museum of Art and classrooms for the college's academic programming. The MAC has presented theater, music, dance and visual art to more than 1.5 million people since its opening in 1986 and typically welcomes more than 100,000 patrons from the greater Chicago area to more than 230 performances each season. The mission of the MAC is to foster enlightened educational and performance opportunities, which encourage artistic expression, establish a lasting relationship between people and art and enrich the cultural vitality of the community. Visit AtTheMAC.org or facebook.com/AtTheMAC for more information.

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