



Media only: Mandy Young (202) 633-8529

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Media Web site: americanart.si.edu/press/

Media Advisory

WHAT: “Ghosts of a Chance,” an alternate reality game (ARG), and photo opportunity of “ghosts”

WHEN: Saturday, Oct. 25; noon to 5 p.m.

WHERE: Smithsonian American Art Museum’s Luce Foundation Center
Eighth and F streets N.W.

Just in time for Halloween, visitors to the Smithsonian American Art Museum are invited to use their wits, curiosity and creativity to save the museum from haunted spirits by participating in the alternate reality game “Ghosts of a Chance.” The Oct. 25 event consists of a series of six scavenger-hunt-like “quests” designed for players of all ages that will become increasingly difficult. Through these challenges, participants will hunt for clues, test their luck, break codes and confront spirits while exploring the museum.

During the game only, several dozen artifacts will be on display that are part of the game’s fiction. These objects were made previously by players participating online to unlock parts of the story of the spirits who are haunting two fictional curators at the museum. Characters from the game will be interacting with visitors in the galleries.

Players are required to bring a cell phone, or team up with someone who has one, to receive clues via text message. Costumes are encouraged. The first 50 players to complete all six quests will win a “Ghosts of a Chance” T-shirt.

The Smithsonian American Art Museum is the first museum in the world to host an alternate reality game. “Ghosts of a Chance” began online Sept. 8, and has more than 4,500 players across the United States. The game is free and open to the public, but onsite registration is required for the Oct. 25 event. To learn more about the game, visit ghostsofachance.com.

Media inquiries during the event should be directed to Mandy Young at (202) 631-5222 or Laura Baptiste at (202) 257-2747. Camera crews must have a staff escort while in the museum’s galleries.

The Smithsonian American Art Museum is located at Eighth and F streets N.W., above the Gallery Place/Chinatown Metrorail station. Hours are 11:30 a.m. to 7 p.m. daily, except Dec. 25. Admission is free. Smithsonian Information: (202) 633-1000 or TTY (202) 633-5285. Museum information (recorded): (202) 633-7970. Web site: americanart.si.edu.

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