

Peoria Riverfront Museum Names Vice President of Communications and Marketing

August 29, 2011, Peoria, IL – The Peoria Riverfront Museum names Toni Tripp as the Vice President of Communications and Marketing. Tripp will be responsible for developing communication and marketing strategies to promote the Peoria Riverfront Museum’s traveling and permanent exhibits, educational programs, planetarium and Giant Screen Digital Theater shows and special events.

“Toni’s ability to wear many hats effectively was very appealing,” says Jim Richerson, President and CEO of Peoria Riverfront and Lakeview Museums. “Her experience building effective marketing and promotion campaigns, working with non-profit organizations, buying media and creating award-winning advertising was a good fit for the VP position.”

Tripp joins the Peoria Riverfront Museum team from Converse Marketing, Inc. located in Peoria, Illinois. At Converse, she worked with various businesses located throughout central Illinois. Tripp served as the agency’s Senior Account Executive where she was responsible for managing client accounts and creative teams, developing and implementing marketing strategies and media buying.

Tripp brings 25+ years of communications and marketing experience to the Peoria Riverfront Museum’s VP position. “It’s exciting to be a part of an institution that will touch so many lives and inspire future generations,” says Tripp. “I remember family museum trips as a kid and how it made learning fun and interesting for me. It will be important to tell the Peoria Riverfront Museum stories so people are aware of all the new and exciting things that will be happening at the new facility.”

“With Peoria Riverfront Museum slated to open in October 2012 we need to have our marketing and communication plans finalized. We’re happy Toni will join our team September 1, 2011,” says Richerson.

Tripp is an award-winning marketing and communications professional having won numerous local, regional and national competitions for her advertising campaigns, marketing collateral, video programs and scriptwriting. She graduated from Illinois State University with a B.S. in Mass Communication and minor in Public Relations.

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The Peoria Riverfront Museum is a collaborative effort of Lakeview Museum of Arts & Sciences, Caterpillar, Peoria Historical Society, African American Hall of Fame Museum, Peoria Regional Museum Society, Heartland Foundation, and the Illinois High School Association (IHSA). Some of the features of this facility include a digital 3-D large screen theater, state-of-the-art planetarium, Illinois River Encounter gallery, history and art exhibits for all ages, children’s Discovery Worlds and the IHSA Peak Performance Center. For more information, visit www.peoriariverfrontmuseum.org.

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