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FOR IMMEDIATE RELEASE

For more information, contact:

Dr. Scott Dimond, Curator

(207) 504-7651

Travis Mearns, Public Relations Coordinator

(724) 238-6015

**SAMA'S COLLECTION OF ROCK POSTERS AND PHOTOGRAPHY TO BE
DISPLAYED AT LORETTO MUSEUM**

Loretto – The Southern Alleghenies Museum of Art at Loretto will exhibit a selection from its impressive collection of rock posters and photography in the exhibition *Age of Rock: Classic Posters and Concert Photographs from the Mark del Costello Collection*. Featuring 40 posters and photographs, the exhibition will be on view April 21 through June 10 in the Museum's Margery Wolf Kuhn balcony gallery.

As a concert producer, Mark del Costello had privileged access to some of the greatest rock bands of the 1960s, '70s and '80s. As a collector, del Costello was among the first to recognize the beauty and importance of the music industry's promotional posters. In 1985, del Costello, a graduate of St. Francis University, presented SAMA with hundreds of rare posters, including many examples of rock art. Then in 2002, he gave the Museum nearly two dozen of his unique concert photographs. Drawn from these splendid gifts, *Age of Rock* is at once an exciting journey into the world of classic rock and a vibrant testimony to one man's love of great music.

Age of Rock features del Costello's remarkable photographs displayed alongside landmark rock posters. While covering concerts at Philadelphia's Spectrum, del Costello captured the live performances of such well-loved figures as Mick Jagger, Bruce Springsteen, Pete Townshend and Frank Zappa, among others. The spirit of their music, together with that of other rock greats, is further visualized in the dynamic posters that del Costello collected, including those of the Allman Brothers Band, David Bowie, Grateful Dead, the Moody Blues, the Who, and many others. Together, the works in the exhibition recall an unforgettable time in music, bringing to life what might arguably be called the golden age of rock and roll.

The Southern Alleghenies Museum of Art at Loretto is located on the campus of Saint Francis University. Hours of operation are 10 a.m. to 5 p.m. Tuesday through Friday and 1 to 5 p.m. Saturdays. The Museum is open to the public free of charge. For more information, please call the Museum at (814) 472-3920 or visit www.sama-art.org.