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## **New Look, New Season for Lake Champlain Maritime Museum**

Museum unveils a new logo and announces 2020 season

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Dive into an exciting new year with Lake Champlain Maritime Museum. Today the 35-year-old institution unveils a new logo as part of its 2020 season announcement. The Museum's new logo and renewed strategic focus affirm its commitment to Lake Champlain and its surrounding communities. Through an action-packed year and new exhibits in honor of the centennial of women's suffrage, as well as lake-focused hands-on experiences, programming, and events, this year promises adventure and learning for all audiences.

"Lake Champlain Maritime Museum is committed to connecting people with our region's history, ecology, and archaeology and creating opportunities for hands-on learning that will last a lifetime," explains Susan Evans McClure, Executive Director of the Museum, "Our work on the water, by water, and underwater will inspire a new generation of leaders, create a more informed community, and help build a healthy future for Lake Champlain."

### **New Logo Celebrates Lake Champlain**



Through a collaborative process, the staff and Board of Directors of Lake Champlain Maritime Museum have created a logo that reflects the essence of all their work: Lake Champlain. From education programs to exhibits to archaeological research and training, the lake is the heart of the Museum's mission and vision. The Museum's new logo and brand emphasizes the importance of Lake Champlain through text and graphic identity, pairing the importance of words with a visual representation of the lake. The logo was designed internally and will be rolled out March through April 2020.

### **2020 Season: Women at the Helm**

In 2020, Lake Champlain Maritime Museum is commemorating the 100<sup>th</sup> anniversary of women's suffrage by exploring female leaders in the Champlain Valley. [Museum exhibits](#), [special programs](#), and the regional tour of the replica 1862-class sailing canal boat [Lois McClure](#) will tell new stories of women on the water throughout history. By elevating the many ways women have served as formal and informal leaders on Lake Champlain, the Museum aims to inform and inspire a new generation to take the helm.

The Museum opens for the season on Saturday, May 23 . The campus and exhibits will be open daily from 10 a.m. to 4 p.m., with the Museum store remaining open until 5 p.m. See below for a highlight of the 2020 season calendar.

## 2020 Highlights

- **New Exhibit: *Women on the Water: Female Ferry Captains of Lake Champlain***  
Meet some of the female captains of the lake who took the helm on sail ferries, steamboats, and modern diesel-powered double-enders and shaped life in the Champlain Valley.
- **Abenaki Heritage Weekend: June 20-21**  
Presented by Vermont Abenaki Artists Association and the Abenaki Arts and Education Center, Abenaki artists showcase their works alongside scholars, drummers, storytellers, and other culture bearers, sharing an Indigenous perspective on life in the Champlain Valley.
- **The *Lois McClure* 2020 Tour: Women Leaders of Lake Champlain**  
The schooner *Lois McClure* is the Museum's full-scale replica of an 1862-class sailing canal boat based closely on two shipwrecks located in Burlington Harbor. Each season, the *Lois* tours regional waterways, welcoming the public aboard to experience local history in a modern context. This year, the *Lois McClure* will present an exhibit on women leaders of Lake Champlain as part of the Museum's commemoration of the 100<sup>th</sup> anniversary of women's suffrage. Tour stops and visiting information are listed at [www.lcmm.org/LoisMcClure](http://www.lcmm.org/LoisMcClure).
- **ROV Shipwreck Tours: July 12, August 2, September 20**  
Take a boat tour to one of Lake Champlain's shipwrecks and explore it with a Remote Operated Vehicle (ROV) sending back real-time video as we share the vessel's dramatic story.
- **Adult Rowing Clubs**  
New for 2020, the Museum is launching a Burlington adult rowing club in addition to its two popular clubs based out of Vergennes. Run by the Museum's Champlain Longboats program, rowing clubs welcome adults of all ages and all rowing abilities (including first-time rowers) to join them on the lake for weekly evening rowing. In Burlington, the new Vermont Skiff Rowing club will meet every Wednesday evening starting in June. In Vergennes, the Rowing for Racing and Community Rowing clubs will meet every Tuesday and Thursday respectively starting in May. Club information and dates are available at [www.lcmm.org/Adult-Rowing](http://www.lcmm.org/Adult-Rowing).
- **Professional Learning Courses**  
In addition to its noted lineup of graduate-level courses for educators and professionals, the Museum is also partnering with expert organizations to present an even wider offering for 2020. Featured courses include "Watershed for Every Classroom" in partnership with the Champlain Basin Education Initiative and "Freedom and Unity: The Struggle for Independence on the Vermont Frontier" which is sponsored by Vermont Archaeology Society and funded by the National Endowment for the Humanities. The full lineup of courses and registration information are online at [www.lcmm.org/ProfessionalLearning](http://www.lcmm.org/ProfessionalLearning).

See the full calendar of events, demonstrations, and on-water activities at [www.lcmm.org/Events](http://www.lcmm.org/Events).

### About Lake Champlain Maritime Museum

Founded in 1985 with the mission to preserve and share the cultural and natural heritage of the Lake Champlain region, Lake Champlain Maritime Museum is building a healthy future and community for Lake Champlain. Through education, exhibits and historic boats, research, and collections, the Museum connects people to the region's history, ecology, and archaeology and creates opportunities for hands-on learning that will last a lifetime. Year-round education programs serve more than 2,500 K-12 students, as well as hundreds of educators locally and nationally. The Museum's 3-acre lakeside campus, open daily from late May through mid-October, welcomes 10,000 visitors annually. Lake Champlain Maritime Museum's work in water, on water, and underwater aims to inspire a new generation of leaders to shape the future for themselves and their communities.