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## Hirshhorn Launches 40th Anniversary Campaign



In conjunction with its 40th anniversary, the Smithsonian's Hirshhorn Museum and Sculpture Garden is launching a unique advertising campaign designed to increase brand awareness and engage audiences. Featuring provocative words with the leading "H" removed, the ads state, "You're Missing Something," and they identify the Hirshhorn as a place to connect with "Art of Our Time." Social media followers are invited to share their Hirshhorn highlights by using the hashtag #FindYourH on

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Instagram ([www.instagram.com/hirshhorn](http://www.instagram.com/hirshhorn)), Twitter ([www.twitter.com/hirshhorn](http://www.twitter.com/hirshhorn)), Facebook ([www.facebook.com/hirshhorn](http://www.facebook.com/hirshhorn)) and Tumblr ([www.hirshhorn.tumblr.com](http://www.hirshhorn.tumblr.com)).

Photo caption: Campaign banners outside the Hirshhorn on the National Mall.

Photo credit: Jason Free/Home Front Communications

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