

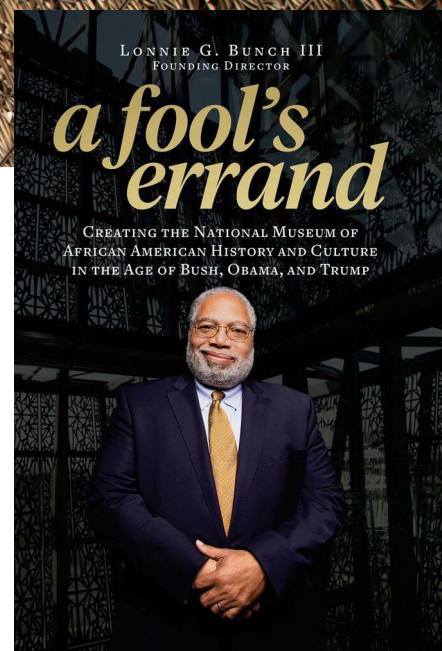


Smithsonian

a fool's errand

Social Media Toolkit

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- The story of how one man was tasked with leading the team to tell the unvarnished truth. Take a deeper look inside the journey to create @NMAAHC, "A Fool's Errand" book tour: nmaahc.si.edu/nmaahcbooktour #CreatingNMAAHC
- One dream over 100 years in the making. The journey to creating the Smithsonian National Museum of African American History and Culture. "A Fool's Errand" book tour: nmaahc.si.edu/nmaahcbooktour #CreatingNMAAHC
- Join us in your city as we follow the journey to create the Smithsonian National Museum of African American History and Culture @NMAAHC. "A Fool's Errand" book tour: nmaahc.si.edu/nmaahcbooktour #CreatingNMAAHC

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"I saw the journey to build a museum that could help bridge the chasms that divide us as a 'fool's errand,' but an errand worthy of the burdens."

- Lonnie G. Bunch III, Founding Director of NMAAHC and 14th Secretary of the Smithsonian Institution

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"I wanted this endeavor to honor families like mine that chopped cotton and worked in service but believed that a better day was coming for their children."

- Lonnie G. Bunch III, Founding Director of NMAAHC and 14th Secretary of the Smithsonian Institution

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