

FOR IMMEDIATE RELEASE

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Crime Museum's Newest Gallery Examines: Counterfeit Crimes: Are You Part of the Black Market?

WASHINGTON, D.C. – The Crime Museum today unveiled its first new gallery since opening six years ago, entitled *Counterfeit Crimes: Are You Part of the Black Market?* The museum has partnered with the **International AntiCounterfeiting Association (IACC)**, as well as the **National Intellectual Property Rights Coordination Center (IPR Center)** and a wide range of industries, to create this new interactive gallery. From high tech to hands on, this new permanent gallery will raise awareness of the widespread criminal activity that affects the everyday lives of consumers everywhere.

The new gallery asks visitors tough questions while educating them on the topic, calling them to rethink the purchases they make, and to reexamine the products in their closets, in their medicine cabinets, and under their car hoods. The gallery delves into an industry that people don't often think of as criminal, and explores the harms associated with supporting the counterfeit trade. How much is that knockoff handbag on Canal Street really worth to you? That bag won't seem like such a bargain once you learn the costs that come with it.

"What many don't realize is that the counterfeit trade is organized crime on a global scale, and the counterfeiters don't care who gets hurt. We want the public to understand the *real* price of counterfeit goods," says International AntiCounterfeiting Coalition President, Bob Barchiesi. "We are thrilled to be a part of this gallery – the first of its kind in the United States, following exhibits in Paris and Bangkok."

A variety of counterfeit items – some that many of us see on a daily basis – are among the artifacts in the gallery, which also includes several interactive elements. Items in the new gallery include:

- Coach purses, wallets, and sunglasses
- Gibson guitars
- Video Game consoles
- Ugg boots
- Otterbox and Lifeproof cell phone cases
- Chainsaws
- Beats headphones
- Timberland clothing and footwear
- Sports jerseys

- Power strips and electronics
- A pill press used to make counterfeit pharmaceuticals confiscated in a raid in Colombia

Interactive exhibits will allow guests to learn and test their knowledge on topics such as:

- Is it a choking hazard? How household items are tested to ensure your child's safety...and NOT tested when they're counterfeits.
- Save the Game! The downloadable app lets you become a Special Agent and investigate video game counterfeiting
- Get what you pay for? Is that high-priced food item you just bought really what was advertised?

"The crimes outlined in our other galleries have primarily been those that are obvious crimes, for which the public generally comprehends the crime and the resulting punishment," said Janine Vaccarello, Chief Operating Officer of the Crime Museum. "Often, when it comes to counterfeit goods, people fail to realize the impact and tremendous costs to society. As always, our mission at the Crime Museum is to educate, utilizing interactive and informative exhibits, and this gallery has allowed us to do that while touching upon an area we all are familiar with – consumerism!"

The new gallery replaces the former *America's Most Wanted* Studio on the museum's lower level. In addition to the partnership of the International AntiCounterfeiting Association (IACC), the gallery also has support from Pfizer, Microsoft, Underwriters Laboratories, Entertainment Software Association, Oakley, and the IPR Center, led by U.S. Immigration and Customs Enforcement.

The museum is located at 575 7th Street, NW (between E and F Streets) in downtown Washington, D.C., less than a block from the Chinatown/Gallery Place Metro Station (Arena exit).

General admission ticket prices range from \$14.95 to \$21.95, and the museum frequently offers web specials at www.crimemuseum.org.

Regular business hours are Monday-Thursday, 9:00am-7:00pm; Friday-Saturday, 9:00am-8:00pm; and Sunday, 10:00am-7:00pm. Call 202-621-5550 to verify daily hours, or visit www.crimemuseum.org.

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About the Crime Museum

Crime Museum's mission is to provide guests of all ages with memorable insight into the issues of crime, crime fighting, and the consequences of committing a crime in America, through a captivating, interactive, entertaining, and educational experience. For additional information, visit www.crimemuseum.org or follow the museum on [Facebook](#) and [Twitter](#).

About the IACC:

The IACC (www.iacc.org) is a Washington, D.C.-based not-for-profit organization representing the interests of companies concerned with trademark counterfeiting and copyright infringement. The members of the IACC include many of the world's best-known brands across all product sectors. The IACC is committed to working with government and industry partners in the United States and abroad to strengthen trademark and copyright protection, as well as to raising awareness for the range of harms caused by counterfeiting and piracy.