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PRESS RELEASE

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THE BEAT MUSEUM ON WHEELS ON THE ROAD AGAIN!

The Beat Museum on Wheels, an educational outreach program designed for high school and college students, will be returning in 2022 after a 15-year hiatus for the year long Centennial Birthday Celebration of Beat Generation writer Jack Kerouac.

The original Beat Museum on Wheels (dubbed the “Beatmobile” by fans) crisscrossed the USA twice in 2004 and 2005, visiting high schools, colleges, as well as arts and community centers in dozens of US cities and reaching over 27,000 people.

The Beat Museum was founded by Jerry & Estelle Cimino in 2003, and has been located directly across the street from City Lights Booksellers in North Beach since 2006. In the last 15 years, the staff at the Beat Museum in San Francisco have become subject matter experts on the counterculture of the 1950s that became known as the Beat Generation.

The 2022 Kerouac Centennial Tour will initially focus on the West Coast, from San Diego to Seattle with stops in Los Angeles, the Central Coast of California, the SF Bay Area, and Portland. March will find us in Jack Kerouac’s hometown of Lowell, Massachusetts, celebrating Kerouac’s 100th birthday on March 12th. We’ll be back on the West Coast for the summer, and then return to Lowell and the East Coast by October, 2022, for the Lowell Celebrates Kerouac Festival, remembering Kerouac on the anniversary of his death, October 21, 1969.

The Beat Museum on Wheels is part mobile museum, and part stage presentation. At each of the stops on our tour, items curated from the Beat Museum's collection will be on exhibit, along with books and souvenir items available for purchase.

The main event of every visit from the Beat Museum on Wheels is our live stage presentation. Cofounders Jerry & Estelle Cimino discuss the origins and history of the Beat Generation—how it came out of World War II, and how inspired by jazz, spirituality, and nonconformity, it captured the wayward energy and restlessness of youth in the postwar period, and created a renaissance of American art, literature, music, values and ideas.

Program offerings for 2022 will include:

- Jack Kerouac@100: The Man vs the Myth
- The Women of the Beat Generation: A Woman's Perspective
- The San Francisco Renaissance: The 1950s Ethos of the Left Coast

There are many lessons to be learned from the Beat Generation: tolerance, compassion, and the courage to live an authentic life being just a few. "The Beats were at the forefront of every major social movement of the 20th century," says founder Jerry Cimino, "including racial equality, gender equality, LGBTQ+ rights, and concern for the environment—things your average 20-year-old takes for granted in today's world. In many ways, the values of young people today can be traced back through the Hippies of the 1960s, directly to the Beats of the 1950s."

FOR PRESS INQUIRIES, PLEASE CONTACT:

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The Beat Museum on Wheels is a project of The Friends of the Beat Museum, a registered 501(c)3 public charity dedicated to the arts and education. IRS ID #74-3198671. Donations are tax-deductible.