

MUMENTOUS



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HIGH SCHOOL FOOTBALL AND HOT GLUE GUNS: NEW BOOK AND EXHIBIT TELL THE HISTORY OF A TRULY TEXAS TRADITION - THE HOMECOMING MUM

GRAPEVINE, TEXAS (September 1, 2023) – Known as a premier destination for traditions and celebrations, Grapevine is the perfect setting for the debut of a brand new Texas heritage exhibit, ***“MUMENTOUS: Football, Glue Guns, Moms, and a Super-Sized High School Tradition Born Deep in the Heart of Texas.”*** The exhibit is presented in partnership with the Texas Lakes Trail Region, author and photographer Amy J. Schultz, and the Grapevine Convention and Visitors Bureau.

The timing of the MUMENTOUS exhibit unveiling in Grapevine couldn't be more ideal. It opens in time for Grapevine High School's (GHS) 2023 homecoming festivities, which are scheduled for the first week of October. Alumni, students, parents, and visitors to the city are invited to experience the exhibit along with GHS Homecoming celebrations. Activities include the GHS Homecoming parade on Wednesday, Oct. 4 and the Homecoming football game against Polytechnic High School of Fort Worth on Friday, Oct. 6.

MUMENTOUS will be exhibited at the Grapevine Tower Gallery, 636 S. Main Street, from Sept. 23 - Oct. 14, 2023. The gallery is open Mondays through Fridays, 8 am - 5 pm and Saturdays from 10 am - 5 pm. Additionally, there will be a MUMENTOUS Open House on the evening of Oct. 4 in conjunction with the GHS Homecoming parade schedule.

“We are so thrilled to be the first city to host this amazing exhibit - paying tribute to the history and cultural significance of the homecoming mum. Ask most anyone outside of Texas if they know what a mum is, and they'll give you a puzzled look. We're excited to share this one-of-a-kind exhibit with all our visitors and show off such a unique Texas tradition right here in Historic Grapevine,” Director of Communications Elizabeth Schrack said.

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“The Texas Lakes Trail is excited to add MUMENTOUS to our collection of traveling exhibits,” said Jill Campbell Jordan, Executive Director of Texas Lakes Trail, an initiative of the Texas Historical Commission. “There is just something about this exhibit that inspires people to share memories of their high school years... that is what I love the most about it: the shared experience,” she continued.

The MUMENTOUS exhibit is based on Schultz’s research for her book, *MUMENTOUS: Original Photos and Mostly True Stories about Football, Glue Guns, Moms, and a Supersized High School Tradition That was Born Deep in the Heart of Texas*, published in 2023 by Atmosphere Press. Through her original photography and narratives from across and beyond Texas, Schultz takes a deep and nostalgic look at the 100-year tradition, which began as the wearing a simple chrysanthe[mum] corsage to the homecoming game and has grown into a multimillion-dollar specialized industry-driven almost entirely by women.

“While the mum is a stunning visual in and of itself, it’s the community engagement aspect of the tradition that really makes it come to life,” said Schultz. “Throughout my research, I discovered just how powerful, funny, personal, and utterly relatable mums can be when you look at them through the lenses of the kids who wear them and the schools and towns that provide the platform for the tradition. But for me personally, MUMENTOUS is a tribute to legacies that connect generations and an ode to daughters and mothers, including my own mom.”

MUMENTOUS is a beautiful 178-page hardbound book perfect for giving and enjoying at the holidays and of course, homecoming! Visit mumentousbook.com to read reviews, learn more about the evolution of MUMENTOUS, and find out where to purchase the book. Talking Animals Books, a local bookshop on Grapevine’s Historic Main Street, has copies of the book available for purchase.

Schultz will be available to sell and sign copies of the book inside the Grapevine Tower Gallery on:

- Wednesday, Oct. 4 from 5-7 pm
- Saturday, Oct. 7 from noon-3 pm
- Saturday, Oct. 14 from noon- 3 pm

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About Texas Trails Lakes Region

The Texas Heritage Trails Program is the Texas Historical Commission’s award-winning heritage tourism initiative. One of the ten Heritage Trail regions, the Texas Lakes Trail Region is made up of thirty-one counties in North Central Texas. The Lakes Trail is an economic development initiative which encourages communities, heritage regions, and the state to partner and promote Texas’ historical and cultural resources. For more information, visit texasimetravel.com/regions/lakes-trail.

About Grapevine, Texas

Historic Grapevine, Texas—centrally located between Dallas and Fort Worth—is the premiere go-to destination when planning a getaway or vacation in North Texas, providing guests with a sophisticated escape from the big city. Step back in time on Historic Downtown Main Street and visit the more than 80 charming locally-owned shops, boutiques, jewelry stores, winery tasting rooms, restaurants and artisans. Guests can unwind at one of the many award-winning winery tasting rooms, and rest easy at one of the city's exceptional hotels, like Gaylord Texan Resort & Convention Center and Great Wolf Lodge, which features an indoor water park. Take advantage of recreation on Lake Grapevine as well as over nine miles of wilderness and biking trails. Hop aboard the Grapevine Vintage Railroad or experience late 19th-century farm life at historic Nash Farm. Whether you enjoy indoor or outdoor activities, Grapevine has something for everyone. For more information, visit GrapevineTexasUSA.com.