



For Immediate Release

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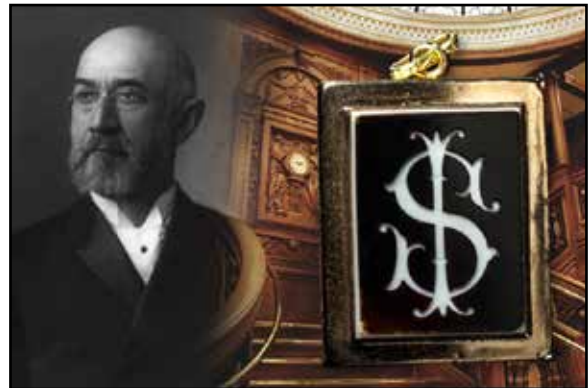
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***Titanic First Class Passenger
ISIDOR STRAUS WATCH FOB LOCKET
To Be On Exclusive Display
Valued at \$250,000***

at the Titanic Museum Attraction in Pigeon Forge, TN

***Great-Great Grandson to present this amazing
Artifact to the Titanic Museum in Pigeon Forge
Public has not seen this Watch Fob* Locket since 1912.***

Pigeon Forge, TN. - Privately held, one of *Titanic's* most important and emotionally charged artifacts ever recovered is the watch fob locket belonging to famed New York merchandizer and co-owner of Macy's Department Store, Isidor Straus. His story is one of legend, and we're excited to tell it while in the presence of his most personal possession, says Mary Kellogg Joslyn, COO/Co-owner of the Titanic Museum Attractions in Pigeon Forge, TN and Branson, MO.



“The locket was found tucked in the marketing mogul’s vest pocket when he was pulled, lifeless, from the sea. It has remained in the possession of Straus family descendants ever since, never to be seen by the public until now,” explains Kellogg-Joslyn.

“To me, this beautiful Titanic artifact is important because it was witness to one of maritime history’s greatest disasters and one of its greatest love stories, as well. Isidor and his beloved wife, Ida, were inseparable in life and in death. When she was given the chance to board a lifeboat and save herself, she refused to go without Isidor, saying, “We have lived together for many years. Where you go, I go.”

The Titanic Museum's curator, Paul Burns, was told of the locket's existence more than 20 years ago by Joan Adler, executive director of the Straus Historical Society. He has worked tirelessly since then to bring it out of obscurity and into the view of thousands of Titanic Museum followers," says Kellogg-Joslyn.

- Jewelry fobs are often charm-like embellishments worn on men's pocket watch chains.

Who was Isidor Straus?

Isidor Straus was a Jewish German immigrant who, along with his younger brother, Nathan, became the co-owner of Macy's Department Store in 1895. Isidor was a one-time member of Congress and the first President of the Educational Alliance.

Who is Paul Kurzman?

Paul Kurzman is the great-grandson of Isidor and Ida Straus. He is a professor at the Silberman School of Social Work at Hunter College in New York, is the author of several books, and is on the board of directors of the Straus Historical Society.

Who is David Kurzman?

David Kurzman is the great-great-grandson of Isidor and Ida Straus and the son of Paul Kurzman. He is an entrepreneur and business professional with over 25 years of experience in the clean energy and finance realms. He has launched and sold several companies, including his latest venture, Exergy Energy.

Who is Joan Adler?

Joan Adler is the Executive Director of the Straus Historical Society. She has spent over 30 years researching the Straus family, writes for the Straus Historical Society newsletter, and is the author of *For the Sake of the Children: The Letters Between Otto Frank and Nathan Straus Jr.*

Is the Straus Family known for anything else?

The Straus family has a long history of philanthropy and public service. Their members include U.S. Congressmen, ambassadors, administrators, and international delegates, as well as philanthropists known for saving hundreds of thousands of lives in New York alone.