

PRESS RELEASE



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**Remembering George Rieveschl, Jr.
Open House and Reception at the Lloyd Library and Museum
Friday, September 11, 2009, 5–7 p.m.**



Two years ago this month, George Rieveschl, Jr., developer of Benadryl®, the first prescription antihistamine, passed away after a long and active life filled with discovery, creativity, philanthropy, and lasting legacies throughout the Cincinnati tri-state region, the worlds of science and art, and many local institutions. The Lloyd Library and Museum is one of the grateful recipients of Rieveschl's generosity and service; he was friend, donor, and board member for 40 years. In recognition of these many contributions, the Lloyd is honoring and celebrating this renowned scientist and benefactor with an **Open House and Reception on Friday, September 11 from 5 to 7 p.m.** Guests will be able to explore the many facets of this multi-dimensional man through exhibits featuring materials, such as photographs, awards, books, correspondence, and memorabilia, from the *George Rieveschl, Jr. Papers*, now housed in the Lloyd's archives and open to researchers, as well as a display of his artworks in Lloyd's Gallery. This event will mark not only the formal release of his papers to researchers, but also visibly acknowledge Rieveschl's generous donations of time, funding, and research materials to the library with the opening of the *George Rieveschl, Jr., Research Center*, located in the Lloyd's Reading Room, featuring a permanent display of photographs, certificates, and awards as well as an exhibit case devoted to his development of Benadryl®.



While many are aware of Rieveschl's scientific legacy, fewer know that he set out to be an artist; and, although he ultimately made the momentous decision to study chemistry, art continued to be important throughout his life. The exhibit of his artworks includes a series of landscapes, several pieces of abstract art, and many holiday cards he designed. Rieveschl's artistic bent is also evident in his archives collection, which contains hundreds of doodles significantly more elaborate than can be imagined. Intricate, elaborate, and highly creative, these doodles reflect the complex level of his thought processes and are fascinating to view. Both exhibits will run from **September 11 through December 31, 2009**; and, of course, the permanent Benadryl® exhibit in the *George Rieveschl, Jr., Research Center* will always be available for viewing during library open hours. The event and exhibits are free and open to the public.

The **Lloyd Library and Museum**, located at 917 Plum Street, downtown Cincinnati, is a local and regional treasure. The library was developed in the nineteenth century by the Lloyd brothers—John Uri, Curtis Gates, and Nelson Ashley to provide reference sources for Lloyd Brothers Pharmacists, Inc., one of the leading pharmaceutical companies of the period. Today the library is recognized worldwide by the scientific community as a vital research center. The library holds, acquires, and provides access to both historic and current materials on the subjects of pharmacy, botany, horticulture, herbal and alternative medicine, pharmacognosy, and related topics. Although our collections have a scientific focus, they also have relevance to humanities topics, such as visual arts and foreign languages through resources that feature botanical and natural history illustrations, original artworks, and travel literature, thereby revealing the convergence of science and art. The Lloyd is open to anyone with an interest in these topics. Free parking is available for patrons and visitors behind the library building. For more information, visit the Lloyd website at www.lloydlibrary.org.

Lloyd Library and Museum

917 Plum Street

Cincinnati, Ohio 45202

513-721-3707

www.lloydlibrary.org

Open Monday through Friday 8:30 a.m. – 4:00 p.m.

Open the third Saturday of the month, September through May, 9:00 a.m. to 4:00 p.m.

Bringing Science, Art, and History to Life