

Denneboom takes AGO's Maharaja to the Streets

February 08, 2011. Toronto. A Toronto Transit Commission streetcar is *art in motion* with Denneboom Media's latest strategic campaign for the AGO. To build awareness of the AGO's *Maharaja-The Splendour of India's Royal Court* exhibit, Denneboom used a multimedia campaign including a streetcar wrap to give Torontonians a taste of what awaits inside the AGO doors. The street car launched pre holidays and runs for three months. The exhibit and its special offer of free admission for visitors 25 years and under runs until April 3, 2011.

