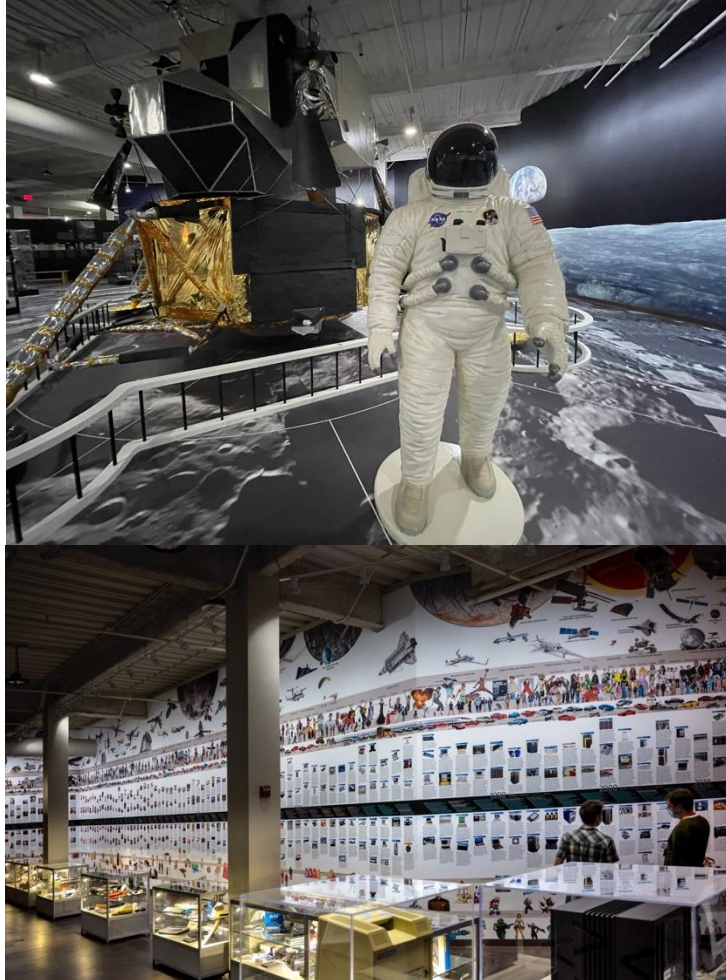


2025 PRESS KIT



HEMSWORTH

MEDIA CONTACT:

TheMimms@HemsworthCommunications.com



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OVERVIEW

MUSEUM OVERVIEW:

Formerly Computer Museum of America, Mimms Museum of Technology and Art is a nonprofit organization with the mission to preserve the stories, artifacts and artistic expressions shaped by technology, while educating and inspiring visitors of all ages and backgrounds. Through interactive experiences, educational programs and engaging events, Mimms Museum provides visitors with a unique opportunity to explore the evolution of technology and its profound influence on our lives. At its opening in 2019, the museum featured three main exhibits, *A Tribute to Space Exploration*, *Supercomputing* and *The STEAM Timeline*. Since then, it has expanded to include an interactive *Retro Gaming Area*, *The Enigma Machine*, *The Art and Evolution of Chips* and most recently unveiled the Salvador Dalí exhibit in March 2025. Announced July 2024, spanning an impressive 20,000 square feet, *iNSPIRE: Fifty Years of Innovation from Apple* will open spring 2026 and will feature one of the world's largest curations of Apple products, merchandise, early prototypes, and uncommon collector's items. In addition to its permanent exhibits, the museum also features rotating pop-up exhibits.

LOCATION: 5000 Commerce Parkway, Roswell, Georgia 30076

CONTACT: (770) 695-0651

WEBSITE: <https://mimmsmuseum.org>

SOCIAL MEDIA HANDLES:

- Instagram: [@Mimms_Museum](#)
- Facebook: [@MimmsMuseum](#)
- LinkedIn: [@Mimms-Museum](#)
- X: [@Mimms_Museum](#)

AREA OVERVIEW:

Nestled in the heart of North Metro Atlanta, Roswell, Georgia, is a dynamic city known for its rich history, thriving arts scene and innovative business community. With a blend of Southern charm and modern amenities, Roswell offers visitors a unique mix of outdoor recreation, award-winning restaurants and cultural experiences.

From the scenic trails along the Chattahoochee River to its vibrant historic district filled with boutique shops and historical homes, Roswell is a destination that celebrates both tradition and progress. Named as *Atlanta Magazine's* Best Place to Live in Metro Atlanta – twice – Roswell continues to be a hub for technology, creativity, history, and culture. Conveniently located 20 miles north of Atlanta and 30 miles north of Hartsfield-Jackson Atlanta International Airport, named Business Traveler Award's Best Airport in North America, Roswell is an ideal location for travelers looking to explore outside of Atlanta.



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VISITING THE MUSEUM



ADMISSION:

- Adult: \$18
- Ages 4–17: \$12
- Family of 4 (2 adults, 2 children): \$50
- Seniors 65+ and Military with ID: \$15
- College Student with ID: \$15
- Children under the age of 4: Free

HOURS OF OPERATION:

- Wednesday–Sunday: 12:00 – 5:00 p.m.
- (Last admission is 45 minutes prior to closing.)

MEMBERSHIP LEVELS AND BENEFITS:

Annual memberships are available for purchase, providing year-round admission to the museum. Enjoy a first look at new or updated exhibits, including early access to the INSPIRE exhibit, discounts to special events and 10-20% off gift shop merchandise and more.

- **Individual (\$70/year)**
 - Unlimited admission for individual member
 - Free admission to after-hour events for named member
 - One complimentary admission to share
- **Dual (\$90/year)**
 - Unlimited admission for two adult members
 - Free admission to after-hour events for named members
 - Two complimentary admissions to share
- **Individual +1 (\$115/year)**
 - Unlimited admission for one individual member and guest
 - Ability to bring a different guest each visit
 - Free admission to after-hours events for named member plus guest

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- One complimentary admission to share
- **Family of 4 (\$140/year)**
 - Unlimited admission for two adults and two children
 - Free admission to after-hours events for named adult members
 - Three complimentary admissions to share
- **Supporting (\$250/year)**
 - Unlimited admission for one named adult and three guests
 - Ability to bring three different guests each visit
 - 15% discount on gift store purchases
 - Four complimentary admissions to share
 - Free admission to after-hours events for named member and three guests
 - Reciprocal admission to hundreds of other museums through SERM
- **Champion (\$500/year)**
 - Unlimited admission for one named adult and four guests
 - Ability to bring four different guests each visit
 - 20% discount on gift shop purchases
 - Discount on summer camps and select events
 - Four complimentary admission tickets to share
 - Free reserved admission for the member and four adult guests to museum after-hours events (21+)
 - \$50 off Birthday Party Package
 - Reciprocal admission to hundreds of other museums through SERM and ROAM

GROUP VISITS:

Pre-scheduled, self-guided visits for groups of 10 or more individuals during regular open hours are eligible for discounted admission.

Private group visits, during select hours the museum is not open, can be scheduled for groups of 20 or more or minimum of \$360. A minimum of two weeks' notice is requested, and scheduling is based on availability.

MUSEUM OFFERINGS

MUSEUM EVENTS:

The museum hosts a variety of events year-round, ranging from fundraisers, summer camps, sensory-friendly hours demos and more. Popular events include:

- **Book Club** – Join fellow literature lovers for a lively volunteer-led discussion where participants explore compelling stories and share insights in an engaging setting at the museum.
- **BYTE** – The museum’s annual fundraiser with dinner, cocktails, live music, and exclusive museum access. This fundraiser focuses on the needs of the museum to preserve and educate.
- **Pixel Putt (mini) Golf Tournament** – Families can participate in a fun-filled mini golf tournament featuring 18 holes, drawings, and lunch, all to raise funds for the Mimms Museum’s children’s programs for the new school year.
- **Punch Card Machine Demo** – Showcasing the history of punch cards, this monthly event features a punch card expert on-site to educate on the importance of punch cards to the evolution of computing history and even teaches you how to use the machines. This event is free with admission and allows you to bring home your own souvenir card.
- **Sensory-friendly Mornings** – Welcomes anyone who may benefit from a less stimulating environment, including video volumes turned down, flashing lights turned off, and headphones and wheelchairs available for use.
- **Summer Camps** – In collaboration with the City of Roswell and STREM HQ, the museum offers 28 different camps for ages 6–14. Many sessions routinely sell out.
- **Talking Tech** – A presenter series for all ages covering a wide array of topics in tech happening today from industry experts.
- **TECH-Splore** – Tech enthusiasts, collectors and industry professionals gather to celebrate everything from retro video games, rare electronics, vintage gadgets and more. Attendees can sell, swap or just admire.
- **Night Mode Summer Series** – The museum stays open after hours once a month during the summer. Guests can explore the museum and enjoy a cash bar.



MEETING & EVENT SPACES:

The Mimms offers more than 35,000-square-feet of unique indoor function spaces for groups of 5 to 500. Highlights include:

- **Gravity Ballroom** – Offers 9,500 square feet of event space and can accommodate up to 500 people

- **Rotunda** – Ideal for receptions or presentations with two exhibits on display
- **Grand Hall** – 5,000 square feet of pre-function or exhibit space located outside the ballroom
- **Classrooms** – Perfect for informal small group gatherings of up to 60 people
- **Museum Access** – Offered as an optional add-on to event space rental for attendees to admire artifacts and exhibits on display and enhance the event



EXECUTIVE BIOS

LONNIE MIMMS, FOUNDER AND BOARD CHAIRMAN

Lonnie Mimms has over 40 years of experience working in the commercial real estate industry. In his role as CEO of Mimms Enterprises, his primary responsibilities include making major corporate decisions, overseeing the company's fiscal activity and providing strategic direction for the company.

Prior to becoming CEO, he spent 22 years serving in several capacities for Mimms Enterprises and Malon D. Mimms Company, with roles as CFO and in sales acquisition, finance, leasing and construction.



A lifelong computer enthusiast, Lonnie is the founder of Mimms Museum of Technology and Art, where he is also the curator and board chair. By founding the museum, he hopes to leave a legacy of a world-class museum that preserves the historical artifacts of the digital revolution and inspires future generations of innovators. He is also the co-founder of the Vintage Computer Festival Southeast.

He formerly served as vice president of the executive board for Visit Roswell and Roswell Inc. Lonnie is a native of Atlanta and graduated from Georgia Tech with a bachelor's degree in electrical engineering.

KARIN MIMMS, CO-FOUNDER

As the co-founder of Mimms Museum of Technology and Art, Karin is dedicated to implementing the museum's strategic plan to realize its vision. She works closely with the founder and executive director to develop, implement, and manage exhibition design. In addition to overseeing operations and facilities, Karin actively seeks to enhance the museum's visibility and secure funding to improve its ability to serve and engage with its audience.

Prior to her role at The Mimms, Karin was the business outreach & development coordinator at Roswell Inc., where she was the main business liaison responsible for promoting new ventures and fostering relationships within the city of Roswell. Her efforts were pivotal in attracting, retaining and expanding business opportunities for the benefit of the community. Karin is a graduate of Leadership North Fulton and the Georgia Academy of Economic Development. Karin holds a bachelor's degree in interdisciplinary studies, with an endorsement in elementary education, from Radford University.



RENA YOUNGBLOOD, EXECUTIVE DIRECTOR



Rena Youngblood is the inaugural executive director of the Mimms Museum of Technology and Art, where she has led the organization since January 2020. Under her leadership, the museum has significantly increased attendance and public awareness—even amidst the challenges of a global pandemic—while establishing the foundation for a strong, well-managed nonprofit. Rena oversees all facets of the museum’s operations, including fundraising, strategic partnerships, community outreach, and programming. With a dedicated team, she advances the museum’s mission to preserve and celebrate the stories, artifacts, and artistic expressions shaped

by technology, while educating and inspiring visitors of all ages and backgrounds. Before joining the museum, Rena served as senior director of charter school services at the Association of American Educators and as director of member services at the Georgia Charter Schools Association. Her background in nonprofit leadership and education advocacy has equipped her with a deep understanding of stakeholder engagement and organizational growth.

Rena currently serves on the boards of Roswell Economic Development and Tourism, Inc. and the Innovation Academy Foundation. She holds a bachelor’s degree in English literature with a minor in communication studies from the University of North Carolina at Charlotte.

ELAINE PELAI, CMP, DIRECTOR OF MUSEUM OPERATIONS



Elaine Pelaia joined Mimms Museum of Technology and Art part-time in August 2019 as the weekend manager after volunteering as the events committee chairperson before the museum’s opening. She initially moved to a part-time role as operations manager and then a full-time role in 2021 as the director of museum operations. She oversees staff managing the event space rentals, admissions, group visits, the POS and gift shop merchandise. As the operations lead, she is the primary liaison for the IT Team and facility vendors and a host of other things. She has created activities for visiting youth, regularly proofreads and edits much of the exhibit content

and outbound communications, supports marketing efforts and leads The Mimms-hosted events. Currently, she is primarily involved in the coordination of the facility build-out for the future Apple exhibit.

Elaine brings over 35 years of experience from IBM, where she project-managed numerous types of events, marketing campaigns, print deliverables, staff and vendors. This background combination has helped The Mimms move forward with great efficiency. A graduate of SUNY Plattsburgh with a bachelor’s degree in business and a minor in marketing, she also holds the Certified Meeting Professional (CMP) certification.

STORY ANGLES

INSPIRE: 50 YEARS OF INNOVATION FROM APPLE EXHIBIT

As Apple approaches its 50th anniversary in 2026, Mimms Museum is uniquely positioned to showcase the company's extraordinary journey. The exhibit will span an impressive 20,000-square-foot and is set to launch in the spring of 2026. Visitors can expect to see rare artifacts that have shaped the way we live and work, including early prototypes, iconic devices and five original Apple 1s. The exhibit will also showcase uncommon collector's items including Apple tennis shoes, t-shirts and gift cards, it will also feature the stories behind Apple's groundbreaking products the Macintosh, iPod, iPhone and more.

PLAN AN OUT OF THIS WORLD EVENT AT MIMMS MUSEUM

For event planners looking to break the mold, Mimms Museum of Technology and Art offers a venue that blends nostalgia and innovation with a futuristic flair. The museum's unique exhibits, ranging from vintage computers to space technology to art exhibits, create the perfect backdrop for a corporate event, gala, wedding or private celebration. From a cocktail hour surrounded by historic artifacts to interactive exhibits, the venue provides an immersive atmosphere that sparks curiosity and conversation. Flexible event spaces and customizable catering options allows planners to craft an out-of-this-world experience for guests.

MORE THAN JUST COMPUTING

As the museum has grown in scope and vision over the years, so have the exhibits. For years, Mimms Museum (formerly Computer Museum of America) was known for its deep dive into computing history. But technology has never been confined to just processors and programming—it's a force that fuels creativity, shapes culture, and redefines art itself. That's why the museum has embraced a new identity: Mimms Museum of Technology and Art.

While innovation remains at its foundation, the mission now embraces the powerful intersection of technology and art. Technology and art have always been deeply intertwined—both, shaping the future by building on the past. The museum has always been more than just computers, but the previous name suggested otherwise. This new identity signals the commitment to preserving and showcasing technology in all its forms while embracing the exciting future ahead. This transformation isn't just about a name change—it's about telling the full story.

The museum's evolution signals a broader vision: one that goes beyond circuits and screens to explore how technology influences and inspires artistic expression. The new identity cements its role as a destination where visitors can engage with the past, present, and future of innovation—proving that technology isn't just something we use, but something we experience.

TECH TIME CAPSULE: RELIVE THE INNOVATIONS THAT SHAPED OUR WORLD

In an era of rapid technological advancements, Mimms Museum offers a nostalgic escape into the innovations that shaped our digital world. The museum's extensive collection—from early personal computers and gaming consoles to retro computers—brings generations together through shared memories of dial-up internet, classic arcade games and more. Visitors feel an emotional connection when encountering artifacts from their childhood or early careers, showcasing how the museum serves as both an educational



resource and a time machine for tech enthusiasts. The interactive exhibits let visitors relive the golden age of computing, proving that revisiting the past can be just as exciting as looking toward the future. Without the intentional preservation efforts of the museum, many of these devices would eventually be lost.

TECH THROUGH TIME: BRIDGING GENERATIONS AT MIMMS MUSEUM

Technology has shaped every generation differently, and Mimms Museum of Technology and Art provides a unique space where families can connect over the evolution of innovation. The museum's exhibits—from early typewriters and vintage gaming consoles to the beginnings of AI and space tech—create a multi-generational experience that sparks conversations between grandparents, parents and children. Through hands-on exhibits and interactive displays, visitors of all ages can engage with technology together, making it a perfect destination for families, school groups and tech enthusiasts alike.