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#HashtagtheCowboy Social Media Sensation Gets an Exhibition of His Own at the National Cowboy & Western Heritage Museum, March 17, 2021

OKLAHOMA CITY, OK – Internet sensation Tim Tiller, Director of Security & Operations Services at the National Cowboy & Western Heritage Museum, will have his own exhibition displaying examples of human warmth in times of crisis, March 17 – August 8, 2021.

The unique exhibition, titled #HashtagtheCowboy, is an opportunity for museum visitors and social media followers to physically interact with the online communities formed during the global pandemic and reflect on the challenges and unexpected joys of living through 2020. The exhibition will include displays of viral social media posts, fan gifts, art and letters, and Tim’s famed security guard uniform, bolo tie and coffee mug.

During the unprecedented shutdown of March 2020, The Cowboy was forced to temporarily close its doors and staff was required to work from home. As one of the few employees allowed in the building, Tim took on the additional role of assisting with social media. His mix of dad jokes and positivity quickly resonated with hundreds of thousands of new followers. Even after the Museum reopened in May 2020, Tim has remained involved in creating social media content and sharing his passion for the history on display at the Museum.

“Tim and our marketing staff found a way to connect with our audience at a time when our doors were closed,” said Museum President & CEO Natalie Shirley. “People around the world have let us know how much Tim helped brighten their year, and this exhibition helps celebrate the anniversary of Tim’s very special social media debut.”

For more information, visit nationalcowboymuseum.org/exhibition/hashtagthecowboy.

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About the National Cowboy & Western Heritage Museum

The National Cowboy & Western Heritage Museum in Oklahoma City is America's premier institution of Western history, art and culture. Founded in 1955, the Museum collects, preserves and exhibits an internationally renowned collection of Western art and artifacts while sponsoring dynamic educational programs to stimulate interest in the enduring legacy of the American West. For more information, visit nationalcowboymuseum.org.