



PERSIMMON HILL  
AT THE NATIONAL COWBOY & WESTERN HERITAGE MUSEUM

**FOR IMMEDIATE RELEASE**

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**The National Cowboy & Western Heritage Museum Launches Persimmon Hill**  
*Newly reimagined Museum Store brings elevated Western retail experience to the Museum; continues to support Museum mission.*

**OKLAHOMA CITY** – On March 23, a new name and a new look for the National Cowboy & Western Heritage Museum’s Museum Store was unveiled at a grand-opening celebration — a name that better depicts its status as a standalone shopping destination: Persimmon Hill at the National Cowboy & Western Heritage Museum.

Boasting a renovated interior, new branding and an easier-to-shop website, Persimmon Hill as a name reflects the true scope of the offerings available within. “Anyone who has shopped our store before knows this is not your typical gift shop experience,” said Chief Marketing Officer Seth Spillman. “For many years, we’ve been more than a Museum Store. We’ve been a store that happens to be at a museum. So we’ve decided to reimagine our brand and better align it with the experience the store was already delivering.”

The name Persimmon Hill has long been associated not only with the National Cowboy Museum, but also the site on which the Museum stands. In the mid-19th century, millions of Texas longhorns plodded north via a nearby branch of the Chisholm Trail and the cowboys on that trail knew the hill for its persimmon trees. Those ties to the Museum and the history of the West now continue with this latest iteration of Persimmon Hill, now an elevated Western retail experience at the Museum.

Beyond the name and branding, new product has been added, with deeper offerings from legacy brands like Pendleton, Wrangler, Rockmount and Bohlin, as well as jewelry brands like Pearls by Shari, Christina Greene, The Tellers, Tim Cherry and others.

While the name has changed, every dollar spent still continues to support the National Cowboy Museum and its mission to preserve and interpret the evolving history and cultures of the American West.

For more information, and to see the new online store presence, visit [PersimmonHillStore.com](http://PersimmonHillStore.com), as well as [@PersimmonHillStore](https://www.instagram.com/PersimmonHillStore) on Instagram and [PersimmonHillStore](https://www.facebook.com/PersimmonHillStore) on Facebook.

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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. Nationally accredited by the American Alliance of Museums (AAM), the Museum is located only six miles northeast of downtown Oklahoma City in the Adventure District at the junction of Interstates 44 and 35. The Museum offers annual memberships beginning at just \$50. For more information, visit [nationalcowboymuseum.org](http://nationalcowboymuseum.org). For high-resolution images, visit [nationalcowboymuseum.org/media-resources](http://nationalcowboymuseum.org/media-resources).