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## **The National Cowboy & Western Heritage Museum Unveils *Code of the West* Interactive Exhibit**

*Devon Energy serves as the presenting sponsor of the new, state-of-the-art exhibit.*

**OKLAHOMA CITY** – The National Cowboy & Western Heritage Museum and Devon Energy unveiled The Cowboy’s new *Code of the West* interactive exhibit Wednesday, Nov. 8, which is now on permanent exhibit at the Museum.

The state-of-the-art, multi-million-dollar addition to the Museum’s experience was made possible through a generous donation from Devon Energy.

“When Devon was approached about the museum’s vision to create an interactive exhibit on the Code of the West, we knew we had to be a part of it,” said Rick Muncrief, Devon Energy president and CEO. “The Code of the West principles are something I personally try to live by and how I strive to manage, plus they also align perfectly with Devon’s values of ‘Integrity, Relationships, Courage and Results.’ That is why I am honored to announce Devon as the presenting sponsor of the *Code of the West* Interactive Exhibit with a gift to the museum’s *Live the Code* capital campaign.”

*The Code of the West* is an interactive, wide-screen exhibition, highlighting the values of the Code of the West as written by author Jim Owen in his book *Cowboy Ethics – What Wall Street Can Learn from the Code of the West*. While various versions of the code exist going back to Zane Grey’s 1934 novel, *The Code of the West*, Owen’s version was adopted by the Museum for use in the interactive exhibit.

The nearly 30ft LED main screen features shifting images from the museum’s collection, as well as the 10 components of the code, encouraging guests to interact with one of two touchscreens on either end of the exhibit. Guests are then able to explore code, choosing the component and associated values that resonate most with them. After making their choices, guests are prompted to take their picture using embedded cameras at the interactive kiosk and add their image and chosen values to a tapestry of images on the widescreen at the center of the exhibit in real-time. Guests are also able to receive a digital file of their custom image to share on social media, amplifying the impact of the *Code of the West* experience and extending its influence beyond museum walls.

The new exhibit is the first in a series of projects over the next three years that are part of The Cowboy's recently launched *Live the Code* capital campaign, an initiative to raise \$40 million to modernize the Museum's guest experiences and infrastructure.

"This campaign is a transformational moment for The Cowboy," said Larry Nichols, Devon chairman emeritus, museum board member and capital campaign chairman. "The initiatives we're implementing will allow this museum to continue to be a best-in-the-world destination for Western history, art and culture while preserving the important values that are so often associated with the West; values that have been so important to me personally as well. This new *Code of the West* Interactive Exhibit is the first example of the state-of-the-art technologies being added to the experience here at the Museum that will allow guests to engage with our stories in innovative ways; ways that will appeal for generations to come."

Guests can already see the benefits realized from the newly launched capital campaign with this *Code of the West* interactive exhibit at The Cowboy, thanks to the presenting sponsor Devon.

"We are extremely grateful for the generosity of Devon, its board and leadership team," said Pat Fitzgerald, National Cowboy & Western Heritage Museum president and CEO. "It is truly an organization that demonstrates these values every day, and this partnership elevates both of our institutions."

Major campaign efforts include transforming the Museum's exhibits by creating best-in-the-world experiences to teach and interpret the diverse history of the West; enhancing the storage capacity and environmental conditions of the vaults that serve as the finest repository of Western and Native American art, artifacts and documents; and investing in facility and infrastructure upgrades.

Learn more at [LiveTheCodeCampaign.org](http://LiveTheCodeCampaign.org). View images and video [here](#).

#### **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. The Museum is located only six miles northeast of downtown Oklahoma City at 1700 Northeast 63<sup>rd</sup> Street. For more information, visit [nationalcowboymuseum.org](http://nationalcowboymuseum.org).

#### **About Devon Energy**

Devon Energy is a leading oil and gas producer in the U.S. with a premier multi-basin portfolio headlined by a world-class acreage position in the Delaware Basin. Devon's disciplined cash-return business model is designed to achieve strong returns, generate free cash flow and return capital to shareholders, while focusing on safe and sustainable operations. For more information, please visit [www.devonenergy.com](http://www.devonenergy.com).