



Monday 16th March 2009

PRESS RELEASE

Mum's the Word for Free Event!

Sunday 22nd March, 2009

Mother's Day is made to order this year when Mum's go FREE at the Black Country Living Museum on Sunday 22nd March, 2009. Mother's of all ages can enjoy a trip around the award-winning Dudley attraction FREE OF CHARGE when accompanied by a paying child!

A trip down memory lane at the Black Country Living Museum lasts much longer than a box of chocolates and is completely calorie free. It's a gift that will go straight to her heart and not to her hips!

Every woman wants to turn back the clock and mum's can step back in time 100 years and enjoy a stylish tram ride to the canal-side village where quaint cottages and houses nestle next to old fashioned shops. Mum's go to the top of the class with a lesson in the Victorian schoolroom and costumed guides bring the village to life with Black Country banter and tales of times gone by.

Marketing Manager, Emma Middleton said: "Give your mum a day to remember and treat her to lunch in the Museum's Canalside Cafe. Delicious Black Country fayre available at the Museum includes fagots and peas, steak and ale pie and, of course, the Museum's world-famous fish and chips."

Admission prices:

Adults £12.95

Children (5-18) £6.95

Student with NUS card £6.95

Seniors £10.50

Family Ticket (2A & 3C) £34.95

Family Ticket (1A & 1 C) £18.00

Mum's come in FREE OF CHARGE when accompanied by a full paying son or daughter.

-Ends-

Photo Opportunities

Image attached.

For further information please contact:

THE BLACK COUNTRY MUSEUM TRUST LTD

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