



12th February 2009

Press Release

Museum Project Motors Ahead thanks to Heritage Lottery Fund

A major new attraction 'The Black Country Motor Company Limited' has been unveiled at the Black Country Living Museum today thanks to a £347,500 Heritage Lottery Fund (HLF) grant, matched by a major grant from the European Regional Development Fund and a grant from the Lord Austin Trust and volunteers. The cash boost paved the way for a new home for the Museum's highly prized collection of Black Country built vehicles and is the latest development in a major £10 million expansion plan which will see the Museum literally double in size.

The new building includes a period showroom, open storage and workshop facilities which will ensure that as many vehicles as possible can be kept in running order for demonstration around the Museum's 26-acre site. The attraction showcases the Museum's significant collection of Black Country cars, motorcycles and commercial vehicles including Bean, Clyno, Westfield, Sunbeam and AJS. Demonstrations, events, lectures, workshops and school based activities, planned throughout the year will create an added dimension to this new visitor experience.

Jenni Ord, Committee Member for the Heritage Lottery Fund in the West Midlands, unveiled the plaque at the museum to commemorate the completion of the project. She said: "The Heritage Lottery Fund was delighted to support this project and to see it completed so swiftly is a real bonus for the community and visitors alike. There are some really wonderful examples of our motoring heritage housed here which can now look forward to a safe and secure future."

-ENDS-

For further information please contact:

Fiona Carding, Media Relations Officer on 0121 521 5692 Mob: 07901 575995 or

fionac@bclm.co.uk

Notes for Editors:

The Heritage Lottery Fund

Using money raised through the National Lottery, the **Heritage Lottery Fund (HLF)** sustains and transforms a wide range of heritage for present and future generations to take part in, learn from and enjoy. From museums, parks and historic places to archaeology, natural environment and cultural traditions, we invest in every part of our diverse heritage. Since 1994 HLF has supported more than 28,800 projects, allocating over £4.3billion across the UK, with over £300 million has granted in the West Midlands alone. Website: www.hlf.org.uk.