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PRESS RELEASE

Museum Toasts Record Year

Champagne corks popped at The Black Country Living Museum as staff toasted a successful 2009 before welcoming in the New Year. The Museum enjoyed a 10% increase in visitor numbers during 2009 together with a sell out Christmas season - with almost 12,000 tickets for festive events being snapped up by December 1st.

2009 has also been a year of accolades for the Dudley attraction. The Museum scooped first place in the 'Best Attraction for Group Visits: Long Visit' category in the Group Travel Awards; were voted 'Bostin Daytime Family Attraction in the Black Country' in the Beacon Radio Awards and tucked a Gold Award in the 'Large Visitor Attraction of the Year' category and a Silver Award for 'Business/Conference Venue of the Year' category under its belt at the Black Country Hotel and Tourism Awards.

Fiona Carding, Media Relations Officer said: "The Museum is constantly changing and evolving. Friendly and engaging costumed guides, unique collections, exciting displays and exhibitions all capture the imagination and draw visitors into the fascinating world of the Black Country. Visitors returning to the Dudley attraction will discover much more to see and do with more living history displays and a new high street to explore. Next year promises even more fascinating developments with the completion and opening of the Oldbury buildings in the Museum's new High Street, Old Birmingham Road".

-Ends-

Note to Editors:

The Black Country Living Museum was opened in 1975 and sets out to:

- Collect and preserve material relating to the Black Country.
- Research the story of the Black Country, its people and industries.
- To communicate that story to the widest possible audience.

The Black Country Living Museum is an award-winning Museum which offers a unique view of the historic Black Country region, uniting the past and the present in an unforgettable 'living' experience.

Attracting more than 290,000 visitors annually from a worldwide visitor base, the 26-acre Dudley Museum is home to a thriving period community. Shops, houses, and workplaces inhabited by costumed guides have been reclaimed from their original locations and moved brick by brick to the Museum.

Recent additions to the Museum's portfolio of historic Black Country buildings include the Cradley Heath Workers' Institute, Hobbs Fish and Chip Shop, Morrall's Gentlemen's Outfitters, Bradburn and Wedge vehicle showroom and Alex Broome's Garage.

Photographic Information: Image attached

Image Caption:

For further information:

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