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PRESS RELEASE

Museum's 7-millionth Milestone

Today, 5th April 2010, the Black Country Living Museum greeted its 7-millionth visitor since first opening its doors to the public in April 1978. The Twigg family from Coventry – Jon and Jayne Twigg and children Olivia 15, Louren 11 and Alfie aged 2 received a warm fanfare welcome and lifetime membership to the award-winning open-air museum near Dudley.

Jon Twigg said: "I'd been to the Museum before when I was eight and wanted to bring my own children here as well as enjoy a trip down memory lane myself". Jayne added: "I can't believe it. We don't normally win anything. I think I'd better buy a lottery ticket tonight too."

The Twigg family also received a locally-made and specially-engraved glass vase, and as well as enjoying the Museum's famously-tasty fish and chips, they had their photograph taken in period costume and enjoyed a trip on Dudley canal.

The Black Country Living Museum is one of the UK's leading open air museums. Attracting over 300,000 visitors each year to an astonishing 26 acre site just two miles from the town centre of Dudley, it captures and admires the achievements and culture of the region's past and the extraordinary impact this had on the wider world.

Director and Chief Executive, Andrew Lovett said: "We are absolutely delighted to welcome The Twigg family to the Museum. Reaching our 7-millionth visitor is a hugely important milestone. It is a measure of the public's pride in the Museum and the significance of the story of the Black Country in

its hey-day. It is also a testament to the vision of those who established the Museum more than 30 years ago.” -Ends-

Photographic Opportunity:

Images Attached

Caption:

The Twigg family Back L-R: Janet Aston, Costumed Guide, Jayne Twigg, Jon Twigg, Margot Clarke, Costume Guide Front L-R: Olivia Allen (15), Alfie Twigg (2) and Louren Twigg (11).

Note to Editors:

About the Museum

The Black Country Living Museum offers a visitor experience that few others can match. With its thriving village spanning 150 years of history from c1770 to the 1920s, canal, tram way, school, public park and fairground, alongside the energy of an industrial landscape of mining, steam power, heavy metalwork and lime kilns, the Museum We also have one of the best fish and chips shops for miles around!

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