



23 April 2010

PRESS RELEASE
Half Price 'Night at the Museum'
Saturday 15th May, 2010

Building on the success of last year's event The Black Country Living Museum will be throwing open its doors after hours on Saturday 15th May as part of the 'Museums at Night' event. The Black Country Living Museum aims to inspire and engage by opening its doors to late night visitors at half the usual daily admission price.

Museums at Night was launched in 2005 and is a pan-European venture which sees over 1000 museums and galleries in over 30 countries across the continent opening their doors for the evening events. The specially priced Museums at Night event coincides with the Europe-wide Nuit des Musées celebration and is funded by the Museums, Libraries and Archives Council (MLA) and organised by Culture24.

Andrew Lovett, Director and Chief Executive of the Black Country Living Museum, said: "Museums at Night' opens the Museum's doors to an entirely new audience and we hope the late night opening may tempt people who haven't previously visited us. It's important we encourage people into museums and galleries so they can discover just how much we have to offer. The Museum is especially memorable at night and last year the Black Country Living Museum was one of the most visited museums in Europe for 'Museums at Night'"

The museum's village will be illuminated by gas and candlelight and visitors can chat to the costumed characters they meet in the shops, houses and work places. Old fashioned street entertainment, real ale served in the Bottle and Glass Inn and 1930s style fish and chips cooked in beef dripping ensure visitors enjoy a taste of the past.

Tickets are pre-book only and will be half the normal admission price. Adults: £6.60, Young People (5-16) £3.50 and Seniors £5.35. Booking Office Telephone Number: 0121 520 8054 Online bookings are available at www.bclm.co.uk Gates open at 6.30pm and close at 10.00pm.

Image attached

Caption:

Note to Editors:

About the Museum

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. 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 offers a visitor experience that few others can match. We also have one of the best fish and chips shops for miles around!

For further information contact:

Fiona Carding, Media Relations Officer, Black Country Living Museum Tel: 0121 521 5692 Email: fionac@bclm.co.uk Mobile: 07901 575995

Emma Middleton, Marketing Manager, Black Country Living Museum Tel: 0121 521 5603 Mobile: 07747 312196

