



FOR IMMEDIATE RELEASE

CONTACT: Kristy Harrington
616.929.1713
kharrington@grmuseum.org

**BODIES REVEALED Exhibition Extended Through June 19, 2011
At Grand Rapids Public Museum**

Grand Rapids, MI (April 11, 2011) – Due to overwhelming public response, the Grand Rapids Public Museum is pleased to announce the extension of BODIES REVEALED for an additional seven weeks, ending June 19, 2011.

“The Museum welcomed its 100,000th visitor to the BODIES REVEALED Exhibition on March 30, and we had an additional 20,000 visitors through during Spring Break,” says Rebecca Westphal, Director of Communications and Customer Service at the Museum. “The community’s interest in this educational Exhibition is incredible and we want to provide even more opportunities for visitors to experience it before it leaves town.”

In a relatively short time, BODIES REVEALED has greatly impacted Grand Rapids and has become a leading cultural and educational attraction. Diversified audiences of adults, teens, children and seniors have experienced the Exhibition, including a wide array of organized groups attesting to the Exhibition’s universal appeal. Educators have hailed BODIES REVEALED as an unprecedented tool to learn about the human body in a direct way that makes anatomy, biology, general science and health real, often for the first time.

To ensure a quality experience for all guests within the Exhibition, a limited number of admission tickets are available for each hour the Museum is open. Non-member visitors who wish to tour the Exhibition during prime hours are strongly encouraged to purchase tickets in advance by phone or online, as time slots are routinely selling out. Museum members may tour at any time.

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272 Pearl Street NW
Grand Rapids, MI 49504

P 616.456.3977
F 616.456.3873

www.grmuseum.org



To meet the overwhelming interest, the Museum has extended its hours until 9 pm April 25-27, May 1, May 17-20 and June 14-19. It will also open an hour earlier and close an hour later on select Saturdays and Sundays between now and June 19. A complete schedule of extended hours can be found at www.grmuseum.org.

The best times to tour the exhibit to enjoy lighter crowds are weekdays from 3-5 pm, Saturday mornings before 10:30 am and Tuesday evenings. Tuesday Twilight Tickets are available for \$12 rather than \$15, for the 4, 5, 6 and 7 pm entry time slots each week.

Museum leaders are delighted but not entirely surprised at the Exhibition's drawing power. "The average Museum exhibit engages a visitor for 45 minutes," says Dale A. Robertson, Museum President and CEO. "Visitors to BODIES REVEALED are staying 1 ½ hours on average and engaging in wonderful conversations with their family members and fellow visitors, as well as with our medical volunteers assisting within the Exhibition. This Exhibition offers a powerful learning opportunity that people are really excited about."

Seen by millions worldwide, BODIES REVEALED is presented by Premier Exhibitions, Inc. and features real, whole and partial body specimens that have been meticulously dissected and preserved, giving visitors the opportunity to view the complexity of their own organs and systems like never before.

The Public Museum is a collector of treasures, a motivator and resource for life-long learning, and a community partner in the pursuit of insight and understanding. For information, go to grmuseum.org or call 616.456-3977.

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