



TITANIC
— WORLD'S LARGEST MUSEUM ATTRACTION —
PIGEON FORGE

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***Well over 135,000 “passengers” have boarded
the new Titanic Museum Attraction***

KNOXVILLE, Tennessee – June 9, 2010 – The new *Titanic* Museum Attraction in Pigeon Forge, Tenn. has been open for just two months and already more than 135,000 “passengers” have toured the painstakingly authentic recreation of the world’s most famous ship.

The world’s largest *Titanic* Museum Attraction, which is also the newest major attraction in the popular resort area surrounding the Great Smoky Mountains National Park, is exceeding its business projections in all areas and sells completely out of tickets on most days. Because of the overwhelming response to the new museum, visitors are being urged to purchase tickets in advance or to make reservations by phone.



“I came down from Ohio specifically for the *Titanic* Museum Attraction,” said Amy Polczynski. “I fully expected it to be amazing – but it far exceeded all of my expectations. From the costumed crew members who meet you outside to the exact recreations of the grand staircase and first class suite, everything is so authentic. It literally makes you feel as though you are standing on board the *Titanic*.”



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“In addition to the interior and exterior of the museum, the hundreds of actual *Titanic* artifacts that are on display are simply breathtaking. To stand there and look at the actual master key that opened all of the first class suites, and the handwritten letters from those on board the ship, it just transports you back to 1912 – you feel like you are literally there.”

The *Titanic* Museum Attraction opened in April with a star-studded weekend-long Grand Opening hosted by Regis Philbin. The event also featured numerous descendants and family members of those on board the *Titanic* and included a christening of the ship by Captain Edward J. Smith.

Titanic Museum Attraction is a half-scale, permanent, three-deck recreation of the *Titanic*. The museum houses 20 galleries to display nearly 400 authentic, priceless *Titanic* artifacts that were either carried from the ship and into lifeboats by passengers and crew, or were found afloat soon after the sinking and quickly salvaged by rescue boats.

Inside the *Titanic* Museum Attraction, visitors find full-size recreations (built to actual *Titanic* blueprints) of Third-Class quarters, a First-Class suite, dining rooms and – the museum’s centerpiece – a \$1 million exact reproduction of the *Titanic*’s Grand Staircase. The First-Class suite in the *Titanic* Museum Attraction, which is dedicated to Isidor and Ida Straus who co-owned Macy’s Department Stores, was also the cabin used in James Cameron’s blockbuster movie *Titanic* as Rose’s suite.



“What we have created is special in so many ways,” said John Joslyn, co-owner of the *Titanic* Museum Attraction. “It is truly a museum – with hundreds of priceless artifacts from the *Titanic*, but it is also an overall experience for our guests. They get to talk to crew members and maids who know the detailed story of the ship and her passengers. Visitors are able to touch an iceberg and feel the 28-degree water exactly as it was on that fateful night.

“While you’re visiting the *Titanic* Museum Attraction, you truly become a passenger on board the *Titanic*. It’s a complete experience that honors and respects the ship and its passengers by keeping their stories alive. It’s a one-of-a-kind place that you have to experience to fully understand.”



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In addition to being a world class museum in the truest sense of the word, *Titanic* Museum Attraction is also highly interactive and offers a hands-on experience for children, teenagers and adults. The ship is anchored in water to create the illusion of *Titanic* at sea, and a two-hour self-guided tour gives guests the sensation of sailing on the original ship's 1912 maiden voyage. Upon entry, each guest receives a boarding pass bearing the name of an actual *Titanic* passenger or crew member whose fate is revealed on the Memorial Wall at tour end. Along the way, powerful emotions surface as guests:

- Walk *Titanic's* Grand Staircase
- Touch the frozen surface of an "iceberg"
- Feel the chill of that fateful "Starry Night"
- Test the 28 degree water
- Interact with various *Titanic* models
- Grip the ship's wheel and follow the Captain's commands
- Tour world-class galleries and the 300 rare historical artifacts
- Sit in a *Titanic* lifeboat and listen to actual survivors tell their stories
- Send an SOS from the Marconi Wireless Room
- Test their balance while standing on mini-decks built to show the ever-steeper slope of *Titanic* as she sank
- Watch children eight years and younger explore the special interactive TOT-*Titanic* Play-and-Learn Room. 1) steer a ship 2) Meet the *Titanic* Polar Bear 3) build the *Titanic* ship
- Dive to *Titanic's* wreck site via spectacular underwater camera footage from the owner who put the second *Titanic* expedition together and produced the first *Titanic* TV special.

The *Titanic* Museum Attraction – which is conveniently located to all areas of the Great Smoky Mountains National Park, Gatlinburg, Pigeon Forge and Sevierville – is now open every day from 9 a.m. until 9 p.m. ET. Tickets are available online at www.TitanicPigeonForge.com and visitors are strongly urged to purchase tickets in advance or make reservations by calling 1-800-381-7670.

***Titanic*-World's Largest Museum Attraction**
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