



**CONTACT:** Ken Horn  
Bisig Impact Group  
502-583-0333 (office)  
502-210-7770 (mobile)

## **Louisville Slugger Museum & Factory Breaks Single-Month Attendance Record**

(Louisville, KY) August 5, 2010 – July 2010 was a record-setting month for Louisville Slugger Museum & Factory with 48,424 guests, the highest single-month attendance in the museum's 14-year history.

With ongoing awareness of the facility's 2009 renovation and a strong month of conventions and special events, Louisville Slugger Museum & Factory eclipsed its previous single-month high by almost 13%. The previous record was 42,907 patrons in July 2007.

"Local attendance was strong, and we really appreciate the continuing local support," says Anne Jewell, Louisville Slugger Museum & Factory Executive Director. "And, from HullabaLou to the National Beta Club and much more, Louisville lured out-of-towners to the city who also played a big part in our record-setting month."

Renovations to the museum were completed in April 2009 and included the debut of new interactive exhibits as well as an opportunity for the museum to display more never-before-seen memorabilia from its archives. These improvements, combined with the world-famous bat factory tour, and rotating special exhibitions like *The Story of Negro League Baseball*, continue to make Louisville Slugger Museum & Factory one of the city's top tourist attractions.

### **About Louisville Slugger Museum & Factory:**

*Experience history-in-the-making as you stroll through the factory where world-famous Louisville Slugger bats are created. Award-winning factory tour, interactive exhibits, historic memorabilia, the World's Biggest Bat, and more. Create a Louisville Slugger bat with your very own name on it, just like the pros. Louisville Slugger Museum & Factory, 800 West Main Street, is open Monday – Saturday, 9 a.m. – 5 p.m., and Sundays 12 noon – 5 p.m. Admission is \$10 for adults, \$9 for seniors (60+), \$5 children (6-12), and free for children 5 and under.*

### **Interview Availability**

Louisville Slugger Museum & Factory Executive Director Anne Jewell is available for phone or on-camera interviews by calling Ken Horn of Bisig Impact Group at (502) 583-0333 / (502) 210-7770 or contacting Jewell directly at (502) 588-7236. Photographers and videographers are also welcome to the museum but should be scheduled through Horn or Jewell prior to visit.

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