



## Grey Roots Museum & Archives announces impressive increases in admissions, visitation and memberships for 2006 and January 2007

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Grey Roots Museum & Archives is proud to announce that it has realized a 48% increase in museum admissions and a 28% increase in visitation from 2005 to 2006. Memberships have also increased by 57% in the same year. These increases are attributed in large part to the hugely popular summer exhibit "Dinosaurs & Company", a 6-week summer KidsCamp program, increased room rentals, and the popularity of original community exhibits such as "Home on the Range: The Meaford Tank Range Story" and "L'Chaim – To Life: The Story of the Beth Ezekiel Synagogue."

January 2007 has also been a banner month despite the seasonal cold weather and snowy conditions. Museum admissions have *tripled* and visitation has nearly *doubled* in comparison to this month last year. These increases are due in part to increased interest in school tours, new exhibits such as "Sitting Pretty: The History of the Toilet" and "Spinning Through Time: The Dorothy and Harry Kirk Collection", and increased outreach to the community regarding museum programs and events. In addition, a New Year's membership package promotion has helped Grey Roots sell more memberships in one month than it has in three months at this time last year.

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