



## **New summer attractions and events send Grey Roots visitation soaring**

### **For Immediate Release – July 30, 2007**

A day at Grey Roots Museum & Archives has never been more popular. Starting with the summer opening of the blockbuster family exhibit, *The Robot Zoo*, visitors have been flocking to Grey Roots to see the incredible interactive robot animals in record-breaking numbers.

The hugely popular tours through Grey Roots Heritage Village – Moreston have also contributed to the museum's success. Since July 1, 2007, interpreters have guided over 1000 visitors to date through the four historic buildings currently open in Moreston. Another popular program is the six week long Grey Roots Summer KidsCamp. This annual favourite sold out even with a 50% increase in participant capacity.

July 2007 has been the best month ever recorded for visitation with over 7,500 people coming to the museum. May and June also broke records for visitation with these two months averaging 40% higher than last year at this time.

The popularity of exhibits and events, in addition to increased community awareness of the museum, is contributing to the unprecedented attendance at the community museum. Grey Roots will continue to build on their recent successes into the fall with **three** Grey Roots' original exhibits opening September 2007. These exhibits include: *Objects of Affection: The Artefacts of Grey County* (September 15), *Playing with Time: A History of Children's Toys* (September 15), and *For the Boys: Life on the Homefront* (September 10).

For a complete view of the current and future exhibits and events, visit <http://www.greyroots.com/exhibitions/> and <http://www.greyroots.com/programs-events/events/>

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### **About Grey Roots Museum & Archives:**

Grey Roots Museum & Archives has grown and developed into a unique facility from the County Museum's beginning in 1955 and the later establishment of a County Archives in 2000 in order to promote and preserve the heritage of Grey County. With the consolidation of the Grey County Museum, Grey County Archives, and Tourism in 2005, Grey Roots has become a multi-faceted attraction. Innovative and informative interpretive programs and demonstrations, rotating exhibits, a heritage village, archival resources and superior customer service come together to create an exciting and educational visitor experience.

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Grey Roots Museum & Archives  
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