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*** * * MEDIA ADVISORY * * ***

REAGAN LIBRARY SETS RECORD WITH SPRING BREAK FREE KIDS OFFER

SPRING BREAK ATTENDANCE UP 47% WITH TWO WEEKS LEFT IN PROMOTION OFFER

WHAT:

In the first three weeks of the Reagan Library's five week "Kids Free During Spring Break" promotion, Museum attendance has surged, setting an attendance record at the Library for Spring Break visitation. Due to the large crowds, timed tickets are available and can be reserved in advance on the Library's website at www.reaganlibrary.com/tickets.

"The tremendous response to our invitation has been extraordinary," said John Heubusch, executive director for the Ronald Reagan Presidential Foundation. "We're extremely pleased that we can offer families in the local communities a fun and educational way to spend their time together, while saving them money in the process."

The "Kids Free During Spring Break" promotion runs through April 19, 2015. During this timeframe, all kids aged 17 and under are free for the school holiday while visiting the Ronald Reagan Presidential Library and Museum. Regularly priced \$6 - \$9 per person, this special promotion was created to encourage families to explore the Reagan Library and all it has to offer.

While at the Reagan Library, visitors will tour through Air Force One 27000, which flew seven U.S. Presidents, touch an authentic piece of the Berlin Wall, view an exact replica of the White House Oval Office, and much more.

Families will also be able to tour through the Reagan Library's special exhibit, *Amazing Automobiles: The Ultimate Car Exhibit*, featuring Hollywood, Classic and Heads-of-State cars. The exhibit is in partnership with the Petersen Automotive Museum to showcase some of The Petersen's most stunning and memorable cars at the Reagan Library while The Petersen is closed to the public for renovation. Most of these cars come from The Petersen's vault and are not seen by regular museum-goers. Hollywood cars on display include iconic cars such as the Batmobile, and the cars from Grease, Herbie and Thelma and Louise, as well as cars owned by Steve McQueen, Fred Astaire, Elvis Presley and more. Classic cars on display include a 1939 Bugatti, a 1952 Ferrari Inter Spyder, a 1981 gold-plated DeLorean and many more.

Editor's Note: Photos available upon request.

WHERE:

The Ronald Reagan Presidential Library and Museum, 40 Presidential Drive, Simi Valley, CA

THE REAGAN LIBRARY:

The Reagan Library is open daily from 10:00 a.m. – 5:00 p.m., closed only on Thanksgiving Day, Christmas Day and New Year's Day. General Admission: \$16; Senior Admission: \$13; Children (11-17) Admission: \$9; Youth (3-10): \$6; Children 2 and under are free. (Kids under 17 are free for this promotion) Tickets can be purchased in advance at www.reaganlibrary.com/tickets.

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