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For Immediate Release

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***Titanic Museum Attraction Prepares for
Spectacular Holiday Celebration***

***Titanic's "Christmas in a Winter Wonderland"
Promises Amazing Holiday Experience***

Pigeon Forge, Tennessee – August 4, 2010 – It will snow this holiday season in Pigeon Forge; *Titanic* Museum Attraction guarantees it. Starting Saturday, November 13, it will snow – yes, REAL snow – at the *Titanic* every Friday and Saturday evening through January 1, 2011. The snow is part of the museum's "Christmas in a Winter Wonderland," which is dedicated to honoring and celebrating the lives of the 2,208 passengers and crew of the *Titanic*.



Titanic Museum Attraction co-owner Mary Kellogg-Joslyn is pulling out all the stops this Christmas and invested \$150,000 in snow equipment (the same equipment used to make it snow at Walt Disney World's Magic Kingdom every Christmas) that will produce real, falling snow every weekend at the museum. An additional \$100,000 will be spent on Christmas trees, lights and decorations that will decorate the interior and exterior of the *Titanic* Museum Attraction.



TITANIC
— WORLD'S LARGEST MUSEUM ATTRACTION —
PIGEON FORGE

Since opening in April, the *Titanic* Museum Attraction has quickly become one of the region's premier destinations and was voted one of East Tennessee's "Top Five Attractions" after being opened less than three months. Once visitors see the ship adorned bow-to-stern in Edwardian period holiday decorations, they will understand why approximately 100,000 people per month are flocking from all parts of the country to experience this one-of-a-kind attraction.

Everything at *Titanic* Museum Attraction is done on a large scale – from the amazing fireworks display and free concerts that kicked off the museum's April Grand Opening (hosted by Regis Philbin) to the perfect re-creation of the *Titanic*'s Grand Staircase and the collection of more than 400 authentic *Titanic* artifacts on display in the museum's 20 galleries. The *Titanic* Museum Attraction gives its guests – young and old – an experience they will never forget, and its Christmas in a Winter Wonderland Celebration will be no exception.

"What is the *Titanic* Museum Attraction? It is a celebration of the ship and her passengers and crew. Everyday the *Titanic* honors each and every one of them by telling their stories and bringing them to life for our guests," said John Joslyn, co-owner of the *Titanic* Museum Attraction. "Our visitors truly experience what it was like onboard the *Titanic*, and during the holidays, they truly experience what Christmas would have been like onboard the ship."

"Everything about our Christmas in a Winter Wonderland Celebration is aimed at giving our visitors and their families a unique, memorable holiday experience. A memory that will last forever – and isn't that what Christmas is all about?"

Titanic Museum Attraction is a half-scale, permanent, three-deck re-creation 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 from 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.

Titanic-World's Largest Museum Attraction

Ticket Information: 417/334-9500 • Toll Free: 800/381-7670

Located in the heart of Branson, 3235 76 Country Blvd & Hwy 165



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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"
- Study some of the largest, most detailed *Titanic* models ever built
- Grip the ship's wheel and follow the Captain's commands
- Tour world-class galleries and the rare historical artifacts they hold
- 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 six years and younger explore the special interactive *Titanic* Tot Play-and-Learn Room
- Dive to *Titanic*'s wreck site via spectacular underwater camera footage

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. The museum has something special for each and every member of your family.

Cedar Bay Entertainment, which owns and operates *Titanic* Museum Attraction, is a privately owned entertainment and development company headquartered in Branson, Missouri, the site of Cedar Bay's first *Titanic* Museum Attraction. Since its April 2006 grand opening, it has welcomed more than 2,700,000 guests.

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