



THE AMERICAN
CIVIL WAR CENTER
At Historic Tredegar

Markdown Mondays

Visit the Center on Mondays and Save \$2 on Price of Admission – Kids Under 12 FREE!

FOR IMMEDIATE RELEASE

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Richmond, VA – Beginning Monday, May 14, The American Civil War Center at Historic Tredegar will offer discounted admission to all visitors on Mondays: children ages 12 and younger are FREE. While other area museums are closed on Mondays, this is an excellent opportunity for the new museum, which opened in October 2006, to boost visitation on a day when the attraction options for visitors are limited.

“As many people begin to extend their weekend vacations through Mondays, we want to offer an incentive our patrons to increase visitation during the peak visitor season,” said Adam Scher, director of museums services for the Center.

According to the *2006 Richmond Metro Convention & Visitors Bureau’s Visitor Intercept Survey* conducted by the Southeastern Institute for Research, 19% of visitors to the metro region recognize Richmond’s Civil War history. “Since the Richmond Region is known by many as a destination rich in Civil War history, we look forward to extending the weekend for those who can’t see every site in just two short days,” said Alex Wise, the Center’s President.

The Center has also launched monthly programs including the upcoming community dialogues on May 15 and 22 discussing in addition to an upcoming lecture on the 26th featuring author Stephen Cushman. For information on other promotions or membership, visit www.tredegar.org or join the Center’s mailing list by emailing info@tredegar.org.

The mission of The American Civil War Center at Historic Tredegar is to tell the whole story of the conflict that still shapes our nation. The Center is located at the Tredegar Iron Works, an 8.3 acre National Historic Landmark site by the James River in Richmond. The 1861 Gun Foundry is home to the 10,000-square-foot flagship exhibit, *In the Cause of Liberty*, the nation’s first exhibit to explore the war’s causes, course, and legacies from Union, Confederate and African American perspectives. The Center offers History Labs and digital history programming for students K-12, while the Tredegar Institute provides ongoing adult educational opportunities through community dialogues and symposia.