

History Museum of Mobile
111 South Royal Street

Phoenix Fire Museum
203 South Claiborne Street

Historic Site at Fort Condé
150 South Royal Street



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**HISTORY MUSEUM OF MOBILE ATTENDANCE SKYROCKETS UNDER FREE
ADMISSION POLICY**

During the first quarter of the 2014-2015 Fiscal Year, attendance at the History Museum of Mobile has risen forty percent.

In October 2014, Mayor William S. Stimpson announced that the History Museum would no longer charge admission, joining the ranks of some of the world's finest museums, including the Smithsonian Institution, the British Museum, the Getty, and the Dallas Museum of Art. Mayor Stimpson made the announcement as he toured the History Museum's new feature exhibition, *Ark of India: An Alabama Artist Explores Southern Asia*, which chronicles the twelve-year sojourn of Mobile artist Roderick D. MacKenzie through India at the turn of the twentieth century.

"When Mayor Stimpson announced that we would be a free museum, we were very pleased and excited about what his decision meant for the future of the History Museum," said David E. Alsobrook, Ph.D, director of the History Museum of Mobile. "We were also optimistic about how his decision would affect our attendance. While these figures surpass our initial expectations, they also confirm what individual visitors have been telling the staff for months: free admission is bringing in more out-of-town visitors, and more taxpayers from throughout south Alabama. We're thrilled with the results."

"This History Museum is one of Mobile's best kept secrets that's becoming not so secret anymore," said Mayor Stimpson. "When we made the call to no longer charge admission, I knew we would see an increase in attendance, but I had no idea it would make this much of an impact!"

Ark of India runs through September 2015. Upcoming exhibitions and events include *What's at Stake?* which features local artists' depictions of Mobile Delta region as a commemoration of the fifth anniversary of the 2010 oil spill, the museum's popular Colonial

Day at Fort Conde in March, and a slate of monthly *Learning Lunch* speakers that includes civil rights icon Bernard Lafayette, filmmaker Margaret Brown, and award-winning author Watt Key.

History is our mission ... to illuminate and preserve.

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For more information, contact Jacquelyn Kirkland, museum relations officer, at (251) 208-7652 or e-mail museumrelations@cityofmobile.org.

Located in the Old City Hall/ Southern Market at 111 S. Royal Street in downtown Mobile, the History Museum of Mobile documents the 300-year history of Mobile and the surrounding region. The museum is open Tuesday through Saturday 9 a.m.- 5 p.m. and Sunday from 1 p.m. -5 p.m. Admission to the museum is free.

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