

FOR IMMEDIATE RELEASE
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Strong Interest for Opening of “Diana, A Celebration”

KANSAS CITY, Mo., March 7, 2011 – KANSAS CITY, Mo. — On several fronts, Diana, A Celebration, has had a highly successful launch at Union Station. The exhibition, which chronicles the life and humanitarian work of Diana, Princess of Wales in the 12,000-square-foot Bank of America Gallery, opened March 4.

- A Grand Opening Celebration raised more than \$100,000 for educational programs at Union Station’s Science City.
- By opening day, advance reservations stood at more than 7,000, the largest number in many years for exhibitions at the station.
- Over the weekend, almost 2,500 people experienced Diana, A Celebration, rivaling the first weekend for the last exhibition, Dinosaurs Unearthed, and a very strong showing for a non-holiday, non-summer opening.
- Union Station memberships increased by 300 in little more than a month thanks to the attractive exhibition member ticket pricing.

“We are so pleased the community has embraced this exhibit in such a short time,” said George Guastello, president and CEO of Union Station. “We encourage people to come early during the exhibition’s run to make sure they’ll be able to see it. The gallery is designed to accommodate a large number of people while minimizing waits and ensuring that everyone enjoys the entire experience.”

Organizers are recommending that people interested in seeing the exhibition on a particular day reserve their tickets now. In particular, organizers expect a large number of visitors during spring break, March 12-20, and during the Big 12 basketball championship, March 9-12.

Tickets for Diana, A Celebration, range from \$10 for Union Station members to \$25 for access any day and any time during exhibit hours. Adult tickets are \$23.50. Union Station memberships are available at www.unionstation.org.

In addition to its Tuesday-Thursday hours (9:30 a.m.-6:00 p.m.), Diana, A Celebration, will be open 9:30 a.m.-9:00 p.m. on Fridays with a cash bar available 5:00-9:00 p.m. Saturdays will also feature extended hours, 9:30 a.m.-7:00 p.m. On Monday of spring break week, March 14, the exhibition will be open 9:30 a.m.-6:00 p.m. It will be closed all other Mondays, except Memorial Day.

Exhibition visitors may check their coats at the door for \$2. An audio tour designed to enhance the experience is available for \$5.

Diana, A Celebration, will run through June 12. Tickets may be purchased through Ticketmaster and all Ticketmaster outlets, as well as the Union Station ticket office, Sprint Center box office and www.unionstation.org. Buying tickets online is recommended, as it allows visitors to avoid lines at the box office.

About Union Station Kansas City, Inc.

Union Station Kansas City is a historical landmark and civic asset renovated and reopened to the public in 1999. The organization, driven by its mission of science and history education and entertainment, features a science center, the popular Model Railroad Experience open year round, new planetarium, one of the region's largest screen movie theaters, live theater, shops, restaurants and home to prominent area civic organizations and businesses. Visit unionstation.org for details.

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