

9th January 2009

Two Thirds of A Million Visitors For Award-winning Exhibition.

After winning a string of awards in 2008, The National Cold War Exhibition at the Royal Air Force Museum Cosford ended the year on a high by enjoying a record 665,690 visitors since its opening.

Alex Medhurst, General Manager for the Museum, stated: "2008 has proven to be a fantastic year for the Museum, with visitor numbers strong at 313,731. Combined with the figures that the Museum enjoyed in 2007, this means that the National Cold War Exhibition has received over 2/3s of a million visitors since its opening in February 2007, demonstrating the Exhibition's lasting legacy not only to local businesses and local tourism, but also for the RAF and the nation. I look forward to welcoming the Exhibition's millionth visitor during the course of 2009."

"In many respects, this is the perfect end to a great year for both the National Cold War Exhibition and the Cosford Museum coming after our "Best of the West" and "Best Exhibition" awards at Renaissance West Midlands in April, our Silver Service Mark Award for exemplary customer service in June and our Education Business Partnership Award in August for our work with the local school-children, plus Tourism West Midlands Access for All Award in November – and let's not forget the fantastic start we had to 2008 being crowned Large Visitor Attraction of the Year 2007 by Tourism West Midlands."

"These accolades and our growth in visitor numbers are indicative of the innovation, talent and ingenuity that can be found at the Museum. Ever-mindful of how family budgets are being tested at the moment the Museum will be holding throughout 2009 a series of free family orientated events the details of which can be found on our website, www.rafmuseum.org."

"Together with the Museum's free admission and free parking, plus its location, just 30 minutes from Birmingham, 15 minutes from Wolverhampton, and 2 minutes from Junction 3 of the M54 by car, a visit to the Museum adds up to a convenient, affordable, educational, and fun day out for the entire family."

"Coming of the back of our sister Museum's news in London that they have enjoyed a 20% rise in visitor numbers in 2008, last year has proven to be great year for both sites. I am confident that thanks to the plans that we currently have in place for new exhibitions, events and additions to our collection in 2009 this year will also prove to be yet another memorable one for Cosford."

The Museum is open to the public from 10 am to 6pm Monday to Sunday.

...Ends

Notes to Editors

- Royal Air Force Museum, Cosford, Shifnal Shropshire, TF11 8UP
- Photos available on request
- Open daily between 1000 – 1800 (Last admission 1700)
- Free admission and parking
- For further information and all media enquiries please contact Karen Crick on 01902 376 208 or karen.crick@rafmuseum.org