



FOR IMMEDIATE RELEASE

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The Waterloo Convention and Visitors Bureau, Grout Museum District, Waterloo Center for the Arts and Dan Gable Wrestling Museum are offering a special joint promotion called The BIG TICKET. The BIG TICKET offers discounted admission at each of the participating museums and a ten percent discount at the gift shops at each of the museums.

The BIG TICKET is available by visiting the Web Store at the newly-redesigned Waterloo Convention and Visitors Bureau website, travelwaterloo.com. It can also be purchased on-site at any of the participating museums.

The BIG TICKET is \$22 for people aged 13 and over, and \$16 for youth aged 4-12. The BIG TICKET can be used for one admission at each of the following: Phelps Youth Pavilion at the Waterloo Center for the Arts, Dan Gable Wrestling Museum, Sullivan Brothers Iowa Veterans Museum, Grout Museum of History & Science, Bluedorn Science Imaginarium and Rensselaer Russell House Museum.

“The BIG TICKET promotion is a great way to visit these attractions in downtown Waterloo at a great cost,” said Aaron Buzza, Executive Director of the Waterloo CVB. “We saw this as a great way for visitors and area residents to have a chance to see all of the museums. It would be great for people who had family coming to town over the summer. It would be a fantastic way for young people to experience some fun learning opportunities during the summer, as well.”

The BIG TICKET can be used once at each of the sites, and may be used through September 30, 2009. “Another great benefit to this promotion is that it can be used throughout the summer, so people do not have to feel rushed when they’re visiting the museum sites,” Buzza indicated. “Someone could spend as much time as they’d like and visit the next site another day or another week. We wanted to offer not just a discount on admissions, but a great opportunity for people to really experience what the museums in downtown have to offer.”

For more information about The BIG TICKET or to find more information about Waterloo attractions, visit travelwaterloo.com or call 800-728-8431.

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