

Churchill Museum and Cabinet War Rooms Celebrates 25th Birthday with 1984 Prices

Submitted by: Kayak PR

Monday, 16 March 2009

- 1980s menu and prices available all day -
- Prize for best 80s costume –
- Exclusive Raffle Prizes include VIP tour, elite dinner cruise and free annual membership to Imperial War Museum

16 March 2009 – To celebrate its 25th birthday, London's Churchill Museum and Cabinet War Rooms is offering visitors 1984 admission prices for one day only on 4th April 2009. Prices will be reduced from £13 to £2, the museum's entry fee when it opened on 4th April 1984.

Visitors are encouraged to join in the birthday celebrations and turn up wearing 1980s style costumes. The museum staff will be taking photographs of people in 1980s gear and awarding a prize to the best dressed. Early birds will also be rewarded, with the first 25 visitors through the doors at 9.30am being offered a free bacon sandwich in the cafe.

Classic 1980s dishes including, Victory Soup, Shepherd's Pie and Apple Crumble and custard will be available all day in the cafe with significantly reduced prices which will suit today's credit crunch budgets.

Phil Reed, Director of the Churchill Museum and Cabinet War Rooms says, "4 April 2009 is a landmark birthday for the museum. In the past 25 years, over 5 million people, including heads of states from all around the world, have visited us to discover what life was like inside Churchill's authentically preserved secret headquarters during the Second World War. We are looking forward to celebrating our birthday in style with a 1980s theme running throughout the day. Winston Churchill was a flamboyant dresser so it is a very fitting tribute that people turn up in their 1980s gear."

"The museum has grown significantly in 25 years with the addition of the remarkable Churchill Museum in 2005, which is dedicated to the life of our war time leader Sir Winston Churchill. This year is the 70th anniversary of the start of the Second World War and the Cabinet War Rooms becoming operational, and we will be launching a new exhibition later this year to mark this, so it is an exciting time for us. We hope that our 1984 pricing will attract hundreds of new and repeat visitors to join in our fun birthday celebrations."

Visitors will also get the chance to enter an exclusive raffle. The first prize, valued at £650, is a private VIP tour with the Director of the Churchill Museum and Cabinet War Rooms for up to four guests. Winners will enjoy privileged access inside the War Cabinet Room and the Map Room. The rooms have been perfectly preserved since 1945 and it was in the Cabinet Room that Churchill announced "This is the room from which I will direct the war." The winner will also receive a bottle of Churchill's favourite tippie, Pol Roger champagne, and four souvenir guidebooks, along with a signed copy of 'Churchill' written by Churchill's granddaughter, Celia Sandys.

Second prize, valued at £220, is an Elite Dinner Cruise for two with 'star treatment' on London

Bateaux. This luxurious treat includes champagne on arrival, a sumptuous five-course a la carte meal with fine wines, followed by after-dinner dancing.

The lucky third prize winner will receive a year's free Friends of Imperial War Museum membership. This allows free admission to all exhibitions and free entry to The Churchill Museum and Cabinet War Rooms, HMS Belfast and Imperial War Museum, Duxford. This winner will be able to take their family on a day out to a museum of their choice, as they will also receive Family tickets (2 adults and three children) worth £60.

Some of the many highlights of the Cabinet War Rooms include the Map Room, the communications hub during the Second World War, left almost exactly as it was when its doors were finally closed in August 1945; Churchill's bedroom, strategically placed next door to the Map Room, and the War Cabinet Room, where Churchill held meetings with key advisors, selected Cabinet members and his Chiefs of Staff, while, outside, the bombs rained down on London.

Visitors can also enjoy the Churchill Museum, which uses cutting-edge technology and multimedia displays to bring to life the story of Winston Churchill, who was voted the 'Greatest Briton' in a nationwide poll in 2002. From Churchill's childhood to his 'finest hour' and later years, visitors will not only learn more about his political exploits but also the man himself, his successes as well as his failures. Interactive displays allow visitors to further their learning and engage in a debate on many of the key decisions taken by Churchill.

Central to the Museum is the state-of-the-art Lifeline exhibit – the world's largest interactive display - a 15-metre-long interactive table on which visitors can access information from every year of Churchill's life, even drilling down to specific weeks and days. The Lifeline puts key events in Churchill's life in context and engages users through a variety of animations and sounds.

Notes to editors:

About Churchill Museum and Cabinet War Rooms

- Entry to the Churchill Museum and Cabinet War Rooms is usually £12.95 adults, £10.40 seniors and students, £7.75 disabled and children under 16 are free.
- The Churchill Museum and Cabinet War Rooms are open daily to explore from 9.30am - 6.00pm, last admission at 5.00pm.
- The Museum is located at Clive Steps, King Charles Street, London SW1A 2AQ, with Westminster being the nearest tube station.
- The Churchill Museum and Cabinet War Rooms is a branch of the Imperial War Museum.

For further information or images, please contact:

Kathryn Hughes

PR Director

Mabox

Tel: 0203 249 1072/07801 823 839

Email: Kathryn@mabox.co.uk