



## Explore New Museums and Exhibits on International Museum Day

International Museum Day is celebrated annually on May 18, in an effort to raise awareness about the importance of museums all around the world. To honor this day and help spread the word about some American museums that we think are pretty cool, the MBPR team has rounded up some new museums and exhibits that have recently opened or will debut in a few weeks in our client destinations.

### Dolly Parton Experience

*Opening soon inside Dollywood in Pigeon Forge, Tennessee*

On May 24, the long-awaited Dolly Parton Experience will be unveiled at Dolly Parton's theme park in Pigeon Forge, Tennessee. The park hasn't offered a Dolly-oriented museum for a few years, since the former "Chasing Rainbows" exhibit closed at the end of the 2021 season. The building that once housed that museum is now part of the new Dolly Parton Experience, which will feature three buildings and a retired tour bus. The experience will explore Dolly's Smoky Mountain roots and span her entire career. Here's what visitors can look forward to:

- **Songteller** will feature an interactive experience that shares Dolly's story, a journey that took her from a small cabin in the mountains of East Tennessee to stages around the world.
- **Behind the Seams** will highlight Dolly's unique style and shares its name with her most recent book.
- **DreamSong Theater's** lobby will feature an exhibit called Precious Memories, which honors Dolly's friends and family. Her niece Heidi will perform here.
- One of Dolly's retired **tour buses** has been in the park for years, giving guests a chance to see what life on the road was like for the performer. It will now be part of this multi-faceted museum experience.

*We all know that Dolly reaches for (and outshines) the stars in everything she does. After all, she released her first-ever rock album AFTER being inducted into the Rock and Roll Hall of Fame! But she's not the only Hall of Famer on our list of museum exhibits ...*

### **“The Souls of the Game: Voices of Black Baseball”**

*Opening soon at the National Baseball Hall of Fame and Museum in Cooperstown, New York*

Memorial Day weekend will mark the opening of the highly-anticipated Black baseball exhibit at the Hall of Fame. From the early stories of Black baseball to challenges and proposed changes in the game today, this exhibit is part of the museum’s ongoing Black Baseball Initiative. In addition to the exhibit itself, displays throughout the museum are being updated with stories and artifacts that reveal Black baseball history. A new statue of Hall of Famer Hank Aaron will be unveiled as part of the opening of the new exhibit.

*Hank Aaron’s hometown was Mobile, Alabama, a city that happens to be home to the third highest number of Baseball Hall of Famers (topped only by New York and Chicago). Mobile is unveiling its own statue of Aaron this year, but that’s not the only new thing to talk about here.*

### **Africatown Heritage House**

*Opened last summer in Mobile, Alabama*

Last July marked the opening of *Clotilda: The Exhibition* at Africatown Heritage House, which shares the stories of the 110 survivors of the last known slave ship to enter the United States – 164 years ago – and the free community many of them worked together to establish in Mobile after the Civil War. New this year, Africatown Heritage House is now offering school and group tours, helping increase the number of visitors who can learn the survivors’ remarkable stories. In June, United Airlines will begin offering nonstop flights from Dulles International Airport near Washington, DC, to Mobile, making the entire Gulf Coast more accessible to travelers from the Mid-Atlantic than ever before.

*A new plane route is certainly reason to celebrate, but some people prefer other modes of transportation ... say, traveling in a high-horsepower sports car at more than 100 mph. In our next city -- Bowling Green, Kentucky, where you’ll find the only automotive factory that manufactures Corvettes – that isn’t just possible, it’s totally encouraged ... if only on a closed track.*

### **“Ground to Sky: The Sinkhole Reimagined”**

*Opening in June at the National Corvette Museum in Bowling Green, Kentucky*

This year marks the 10<sup>th</sup> anniversary of the appearance of a now-legendary sinkhole that took the world by surprise in Bowling Green in 2014. The sinkhole, which occurred at the National Corvette Museum (NCM), captivated the automotive world’s attention when it swallowed eight rare and classic Corvettes and pulled them 30 feet underground. Now, during its 30<sup>th</sup> anniversary year, this celebrated museum is thriving ... and driving. In June, the “Ground to Sky: The Sinkhole Reimagined” exhibit will open to mark the anniversary of the natural disaster. It will feature recovered Corvettes on display; media that documents the past, present and future of the museum; and recognition of everyone and everything that helped build NCM back to where it is today.

International Museum Day is the perfect excuse to get out, explore and appreciate the history, heritage and memories captured by museums. For more information about and photos of the museums and exhibits above (or any of the other awesome museums in our client destinations!),

pop into my inbox ([mallory@mindybiancapr.com](mailto:mallory@mindybiancapr.com)). I'd love to hear how you plan to spend Museum Day!

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