



FOR IMMEDIATE RELEASE:

“Holiday Hits” Arrive at Louisville Slugger Museum & Factory

*Museum offers free children’s admission on select holiday dates
as well as festive LEGO® brick and train displays.*

Louisville, KY – December 6, 2017 – You don’t have to travel to the North Pole to experience a festive factory this holiday season! With a little help from their friends at Santa’s Workshop, [Louisville Slugger Museum & Factory](#) is bringing **Holiday Hits** to downtown Louisville. From Saturday, December 16th, through Tuesday, January 2nd, the attraction will offer free admission for children 12 and under when accompanied by an adult.

In addition to the pricing deal and themed train set, guests will also have the opportunity to check out an 8 foot long replica of Santa’s workshop built out of 14,500 LEGO® bricks as well as statues of *Frozen’s* Olaf and Santa himself. The holiday-themed LEGO artwork are additions to the museum’s temporary exhibit, *Big Leagues, Little Bricks*. The popular exhibit which is only open through January 7, 2018 features remarkable sculptures, portraits, and stadium replicas built entirely with LEGO bricks is included with the price of admission.

“We are happy to offer free admission to kids 12 and under during Christmas break throughout these select dates,” said LSMF Vice President and Executive Director Anne Jewell. “In the spirit of the season, we hope this gives even more children and families a chance to enjoy the museum and factory. Guests won’t want to miss the amazing train set featuring The Big Bat, and our new display of Santa’s Workshop made from LEGO bricks.”

The holly-jolly additions featured during **Holiday Hits** join an already impressive line-up at Louisville Slugger Museum & Factory. Admission to the museum includes interactive exhibits, a short feature film, historic memorabilia, the World’s Biggest Baseball Bat and an award-winning factory tour.

The Louisville landmark features a wide range of exhibits, where visitors can hold game-used bats from some of the game’s greatest hitters, face down a 90-mph fastball and check out more than 6,000 autographs from major leaguers.

As an added bonus, all guests receive a free souvenir mini-bat at the end of their factory tour. Tours are given seven days a week and guests are guaranteed to view bat production on each tour.

About Louisville Slugger Museum & Factory:

Experience history-in-the-making as you stroll through the factory where world-famous Louisville Slugger bats are created. Award-winning factory tour, newly renovated galleries with interactive exhibits, historic memorabilia, and more. Create a Louisville Slugger bat with your very own name on it, just like the pros. Louisville Slugger Museum & Factory, 800 West Main Street, is open Monday – Saturday, 9 a.m. – 5 p.m., and Sundays 11 a.m. – 5 p.m., with extended summer hours. Admission is \$14 for adults, \$13 for seniors (60+), \$8 children (6-12), and free for children 5 and under. For more information, including holiday hours and extended summer hours, visit sluggermuseum.com or call 502-588-7228, or find us on Facebook ([@sluggermuseum](https://www.facebook.com/sluggermuseum)), Twitter ([@sluggermuseum](https://twitter.com/sluggermuseum)), and Instagram ([@slugger_museum](https://www.instagram.com/slugger_museum)).

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