



Two Louisville Legends Team Up for the Return of \$5 February

*Louisville Slugger Museum & Factory and the Muhammad Ali Center
to offer \$5 Admission for Locals*

Louisville, KY (1-26-16) – Louisville Slugger Museum & Factory and the Muhammad Ali Center have partnered together to offer \$5 admission at both attractions for Kentucky and Indiana residents throughout the month of February.

“Louisville Slugger and Muhammad Ali are two of our city’s biggest legends, so we are extremely excited to team up for this promotion,” said Jeanie Kahnke, Senior Director of Public Relations and External Affairs at the Muhammad Ali Center.

Anne Jewell, VP and Executive Director at Louisville Slugger Museum & Factory added, “\$5 February allows Kentucky and Indiana residents to experience both world-class attractions without having to travel very far or spend a lot of money.”

To take advantage of the offer guests, must show proof of residency in Kentucky or Indiana, such as a driver’s license or alternate ID while purchasing tickets. Others in the party will also receive the \$5 admission, a substantial savings over \$12 - \$14 regular ticket prices. This special offer cannot be combined with other discounts and does not apply to special tours or events.

Here are additional special offerings by Louisville Slugger Museum & Factory and the Muhammad Ali Center described below:

“Big Leagues” Little Bricks Preview: In honor of the fiercest rivalry in the Bluegrass, come check out both a Cardinal and Wildcat mascot head made entirely from LEGO® bricks by local artist Jeff Cunningham! The two pieces are a preview of the wildly popular *Big Leagues, Little Bricks* exhibition, which returns to Louisville Slugger Museum & Factory with original favorites and new items on March 4, 2017. The special exhibit features original baseball sculptures, portraits, and stadium replicas all built with LEGO pieces.

New Permanent Exhibits at the Muhammad Ali Center: In September of 2016, the Ali Center expanded its museum experience to include 1,640 square feet of new permanent interactive exhibits and 2,500 square feet of temporary exhibit space on the fourth floor.

Come inspire and be inspired. Share your story by answering the questions “What is your Red Bike Moment?” and “What are you Fighting for?” and listen to others’ stories. Learn about Muhammad Ali’s humanitarian life with an interactive timeline that shares videos and photos of his work, some of which were previously unknown to the public. Explore the previous Muhammad Ali Humanitarian Award ceremonies, and learn more about past award winners and their work. Commit to a pledge or affirmation, smile and say cheese, and receive a take-away poster to remember!

Inspiration to Action: An Art Tribute to Muhammad Ali: With the passing of Muhammad Ali on June 3, 2016, the Ali Center is honoring what would have been his 75th birthday year with a special exhibition of tribute works. **Inspiration to Action: An Art Tribute to Muhammad Ali** allows the Center to showcase unique art pieces that are in our collection, as well as on loan for this particular exhibition. On display are a variety of art pieces in mediums from oils and acrylic to cut and dyed concrete paver, all creative pieces inspired by The Greatest!

Both attractions are also members of Museum Row on Main, which offers seven exciting attractions within four blocks of Downtown Louisville’s historic Main Street. In addition to the \$5 February promotion, Museum Row on Main partners offer \$1 off admission to guests who show a ticket stub from another member museum that charges admission. A deeply discounted combo admission called The Main Ticket is also available.

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.

About the Muhammad Ali Center

The Muhammad Ali Center, a 501(c)3 corporation, was co-founded by Muhammad Ali and his wife Lonnie in their hometown of Louisville, Kentucky. The international cultural center promotes the six core principles of Muhammad Ali (Confidence, Conviction, Dedication, Giving, Respect, and Spirituality) in ways that inspire personal and global greatness and provides programming and events around the focus areas of education, gender equity, and global citizenship. Its newest initiative, Generation Ali, fosters a new generation of leaders to contribute positively to their communities and to change the world for the better. The Center’s headquarters also contains an award-winning museum experience. For more information, please visit www.alicenter.org.

About Museum Row on Main:

Museum Row on Main (MROM) is a partnership of unique attractions located within a four-block area surrounding historic West Main Street in downtown Louisville, Kentucky. MROM’s partners are: Evan Williams Bourbon Experience, Frazier History Museum, Kentucky Center for the Performing Arts, Kentucky Museum of Art & Craft, KentuckyShow!, Kentucky Science Center, Louisville Slugger Museum & Factory and Muhammad Ali Center. For more information and links to partner websites, visit museumrowonmain.com.

MEDIA CONTACT:

Matt Willinger
502-931-4852
MWillinger@Bisig.com

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