



**Press Release**

**Tuesday 5 May 2015**

SAVE THE DATE

Free entry to

The Museum on

17 May 2015

## **Entry to The Olympic Museum will be free of charge on Sunday 17 May 2015 for International Museum Day.**

One more reason to come to the Museum...

**Enjoy International Museum Day at the heart of the action. Share some of the great Olympic moments, thrill at the champions and dive into the history, heritage, dreams and values of Olympism. A quick look at your Sunday at The Olympic Museum:**

### **Permanent exhibition:**

Some 3,000m<sup>2</sup> of exhibition space, 1,500 items on show, 150 audiovisual devices and 50 interactive screens will provide you with a unique experience over three exhibition areas: The Olympic World, The Olympic Games and The Olympic Spirit. Find out about the diversity in Olympism through history, culture, design and technology. Open every day from 9 a.m. to 6 p.m.

### **Temporary exhibition: The Olympic Games: Behind the Screen:**

This exhibition retraces the history of broadcasting the Olympic Games on radio and TV, and looks at new ways of experiencing the Games in future. Plunge into the universe of the Games. Runs until 26 January 2016.

### **The TOM Shop and TOM Café:**

Need a break during your visit? With one of the best views of the Lake, the TOM Café will welcome you for a tasty brunch or to quench your thirst: Info and reservations: T. +41216216708 or [tomcafe@olympic.org](mailto:tomcafe@olympic.org)

Don't leave without a souvenir! With iconic items from the Games and unique creations, the TOM Shop will delight you with its selection of vintage and modern-day items. Info: [shop@olympic.org](mailto:shop@olympic.org)

**The Olympic Park:**

Do you need to stretch your legs after your visit in the 8,000m<sup>2</sup> of parkland? Compare your performances with those of the greatest athletes on the 100m track and take a stroll around the artworks dotted around the park.

**Centenary Exhibition:**

On the lakeside, hop on board the Helvétie. This boat is hosting an exhibition that retraces the highlights in the history between Lausanne and the IOC, a 100-year-old "love-story". Open until 15 October 2015.

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Since its renovation in December 2013, the Olympic Museum has welcomed 260,000 visitors. Its scenography is an invitation to dive into the history, heritage, dreams, challenges and values that contribute to making the Olympic Movement what it is today. It incorporates the latest technological innovations, excellence recognised in 2014 by the International Audiovisual Festival on Museums and Heritage (FIAMP).

**THE OLYMPIC MUSEUM**

Quai d'Ouchy 1

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Open every day from 9 a.m. to 6 p.m.

[www.olympic.org/museum](http://www.olympic.org/museum)

**PR Switzerland**

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