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FOR IMMEDIATE RELEASE

Jekyll Island Museum Makes History with Record Sales Day

April 14th Marked the Busiest Day in the History of the Jekyll Island Museum

JEKYLL ISLAND, April 15, 2011- The Jekyll Island Museum is making history. Thursday, April 14, was the busiest day in the history of the Jekyll Island Museum, setting a new record for their tours and revenue. The museum, owned and operated by the Jekyll Island Authority, had a record single day of revenue, raking in over \$8,600.

“Director of Historic Resources John Hunter and his team have done an absolutely outstanding job of accommodating ever-increasing interest in the Jekyll Island Club Historic Landmark District,” stated JIA Chief Communications Officer Eric Garvey. “Their tours are not only respectful to the past, but enjoyable for guests of all ages.”

Thursday’s record broke the previous high of approximately \$7,700 in April of 2004. Success has been an echoing trend for the Jekyll Island Museum this fiscal year. Their year to date visitation has increased 9% since last fiscal year (July-March 2010), with their public tours revenue increasing by 8%, group tours revenue increasing by 11% and Museum Store revenue increasing a significant 20%. Three of top five highest sales days in the Museum Store have been this April.

“We are thrilled to have been able to achieve such great success and educate so many guests on the rich history of our beautiful barrier island,” stated JIA Director of Historic Resources John Hunter. “Spring is always a popular season for us and our staff is looking forward to showing guests to the island what our Historic District is all about.”

The Jekyll Island Museum maintains three historic sites – the Horton House Historic Site, the Wanderer Memorial, and the Jekyll Island National Historic Landmark District - as well as an extensive archival collection of over 20,000 artifacts showcasing the island's unique heritage. At the Jekyll Island Museum, guests will embark on a journey of discovery, through exhibits, tours and programs that are adventures into a bygone era.

The Jekyll Island Museum is open daily, 9-5 p.m., and offers guided tram tours every day at 11:00am, 1:00pm and 3:00pm.

Visit www.jekyllisland.com for more information!

