

MEDIA RELEASE

COLOUR, MOVEMENT AND NEW TICKET PRICES AS SOVEREIGN HILL RE-OPENS ON 31 OCTOBER 2020

Tuesday, 29 September 2020

Sovereign Hill will begin re-opening to visitors from regional Victoria on Saturday 31 October with new ticket prices and a range of hygiene and social distancing measures in place.

To mark the re-opening, Sovereign Hill will open for four consecutive days over the Melbourne Cup weekend, from Saturday 31 October to Tuesday 3 November, before moving back to weekend trading only from Saturday 7 November.

To welcome visitors back, adult tickets will be available at \$39, children's tickets at \$20 and a family of four, five or six at \$99. Tickets must be pre-purchased online and will go on sale from 12pm Wednesday 14 October.

Much loved activities such as the troopers and red coats, panning for gold in the diggings, and coach rides, will all be available, but with some changes. The streets will be brought to life with characters in costume. Some experiences will not be available due to government restrictions, such as mine tours and the gold pour demonstration.

To ensure Sovereign Hill is safe and secure, tickets will initially be limited to 20% of standard attendance (1,000 visitors per day), on-site payments will be conducted via contactless bank card, sanitisation stations and clear social distancing signage will be active throughout the site. Staff, volunteers and visitors will be asked COVID-19 screening questions ahead of entry. In line with Victorian guidelines staff, volunteers and visitors will be wearing masks.

Sovereign Hill is a not-for-profit living museum.

Comments from Sara Quon, CEO, Sovereign Hill Museums Association

"We all need to work together as a community as we slowly emerge from a challenging year and resetting our price to be lower is an important part of being there with our community for the phase ahead."

"We are opening with new ticket pricing in place and have over 30,000 square metres of open-air space and strict capacity limits each day, we had great visitor feedback during our last reopening about how safe people felt."

"After such a turbulent and difficult year, we are excited to welcome visitors back. We know that people want to reconnect with families, friends and loved ones and we are confident Sovereign Hill is a safe and wonderful place to do that."

FOR FURTHER INFORMATION, PLEASE CONTACT:

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