

The image shows the top section of a document. It features a blue header with the text 'Hadrian's Wall Heritage Ltd' in white. Below the header is a photograph of Hadrian's Wall, a stone wall built by the Romans, stretching across a green landscape under a clear sky. The wall is made of large, reddish-brown stones. The background image is partially obscured by the blue header and the 'PRESS RELEASE' text below it.

Hadrian's Wall
Heritage Ltd

PRESS RELEASE

New British Museum exhibition expected to bring more visitors to the North East

Tourism bosses are predicting that a new exhibition in London will help bring more visitors to Hadrian's Wall this year.

The exhibition - *Hadrian: Empire and Conflict* . starts at the British Museum on the 24th of July and runs until the 26th of October. It tells the story of the man best known in Britain for ordering the construction of Hadrian's Wall, which runs from Bowness on Solway in Cumbria to South Shields on the North East coast.

Hadrian's Wall Heritage Ltd believes the exhibition will lead to increased interest in this important World Heritage Site. It is therefore mounting a major campaign to ensure that businesses in Hadrian's Wall Country . the area around the Wall - reap the full benefits.

Linda Tuttiett, Chief Executive of Hadrian's Wall Heritage Ltd, says: ~~We~~ We've been planning for this exhibition since last year and we've determined to make sure that we make the most of this fantastic opportunity. Over one hundred thousand

people are expected to see the exhibition and many thousands more will read some of the extensive media coverage about it.

That's why we're working with a number of partners on our biggest ever campaign to ensure the extra interest in Hadrian is converted into visits to Hadrian's Wall Country.

The core of the new campaign will be nineteen 200 square foot billboards at Tube stations around the capital for two weeks from the 28th of July. The giant posters have been produced with help from the national tourism organisation VisitBritain and show stunning images of the Wall and the surrounding countryside.

There will also be a series of adverts in the Evening Standard, the Daily Telegraph, The Times, The Guardian, The Observer and BBC History magazine.

The exhibition has already had coverage in a number of national papers, much of it including pictures of Hadrian's Wall.

Andrew Burnett, Deputy Director at the British Museum, says: "It has been a wonderful experience to work with Hadrian's Wall Heritage Ltd on this project. The exhibition will remind people of the immense impact of Hadrian in Britain and beyond and we hope very much that it will encourage visitors to explore his most visible legacy in the UK, Hadrian's Wall."

Key Roman sites along the Wall include Housesteads, Vindolanda, Segedunum in Newcastle and Birdoswald near Gilsland. Hadrian's Wall Country also stretches down the Cumbrian coast, including sites like Senhouse Roman Museum in Maryport and Ravenglass Roman Bath House.

For more information on Hadrian's Wall please visit www.hadrians-wall.org or call 01434 322002.

Tickets for the '*Hadrian: Empire and Conflict*' exhibition at the British Museum can be purchased online at www.britishmuseum.org

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Notes to Editors

1. Hadrian, emperor of Rome from 117 to 138AD, is best known for his interest in architecture, his passion for Greece and Greek culture and of course the eponymous wall he built between England and Scotland. The British Museum exhibition will look beyond his established image and offer new perspectives on his life and rule, exploring the sharp contradictions of his personality and his role as a ruthless military commander. Based upon highly important loan material seen together for the first time, the exhibition will examine Hadrian's background as a member of the economically powerful and ascendant Spanish elite, his relationship with his lover Antinous, his military campaigns, the iconic architecture of his time, his extensive travels, his succession and impact and influence on the modern world.
2. Hadrian's Wall Heritage Ltd is a not for profit company with responsibility for the coordination, protection, development and marketing of the Hadrian's Wall World Heritage Site and the areas it passes through.
3. The organisation was set up in May 2006 in partnership with One NorthEast (One), the Northwest Regional Development Agency (NWDA), Natural England and English Heritage.
4. Hadrian's Wall Heritage works in partnership with a number of organisations. It brings together business and conservation, visitors and local communities in a uniquely focused way, with the overall aim of:
 - Creating jobs and enhancing the local economy
 - Attracting more visitors who will stay longer and spend more in the area
 - Creating a vibrant and sustainable visitor economy
 - Finding better ways to interpret and protect an internationally recognised monument
 - Making Hadrian's Wall a truly world-class destination

5. In order to protect this important and historic monument for future generations we would be grateful if editors do not use photographs of people standing on top of the Wall as this is counter productive to our conservation messages. Hadrian's Wall Heritage has a large image library available to support news stories and travel features. Journalists can contact the organisation direct to obtain access to this library. It is also important not to use photographs of cyclists or horses next to the Wall.