



FOR IMMEDIATE RELEASE

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**Local Museums Launch Joint Ticket
Absolutely Heritage: Four Museums for One Ticket**

SALEM, Ore. – Four local heritage museums have joined forces to launch a joint admission ticket. The ticket, named the Absolutely Heritage ticket, allows admission to all four museums for \$20 and is being sold through Travel Salem’s AbsolutelyTix.com. The participating museums include the Willamette Heritage Center at The Mill, Bush House Museum, Historic Deepwood Estate and the Hallie Ford Museum of Art.

“Salem is rich in heritage,” said Peter Booth, Executive Director of the Willamette Heritage Center at The Mill. “Be it the Native art at Hallie Ford, the historical legacy of the Bush family, the Victorian charm of Deepwood or the raw industrial power of the Industrial Age as it came to Oregon. This ticket makes it easier for the visitor and residents alike to discover the cultural treasures here within our community,” said Booth.

The Absolutely Heritage Ticket can be purchased at Travel Salem (181 High St. NE, Salem) or through AbsolutelyTix.com.

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****Travel Salem is a non-profit organization that promotes the greater Salem area as a premier, year-round destination for conventions, events and leisure travelers. Tourism economic impact for the region is \$496 million annually. Travel Salem manages the award-winning Travel Café, the official Salem area destination visitors center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations at the BEST WESTERN PLUS Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and a full-service travel planning website www.TravelSalem.com.****