



FOR IMMEDIATE RELEASE
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Egypt is Only a Day Away at the Arkansas Arts Center

(LITTLE ROCK, AR) – Visitors can experience ancient Egypt at the exhibition *World of the Pharaohs: Treasures of Egypt Revealed*, which closes July 5, 2010, at the Arkansas Arts Center in Little Rock. Little Rock is less than a day’s drive from anywhere in Arkansas and offers a variety of attractions, lodging and dining.

In conjunction with the *World of the Pharaohs* exhibition, several Little Rock hotels are offering special Pharaoh packages that include overnight accommodations, VIP tickets to *World of the Pharaohs* and transportation to and from the exhibition. Visit www.arkarts.com to view a list of participating hotels.

“*World of the Pharaohs* is a great ‘staycation’ destination for families this summer. It’s a wonderful opportunity to see ancient art and artifacts right here in Arkansas,” said Heather Haywood, director of marketing.

Beginning on June 15 through the end of the exhibition, the Arkansas Arts Center will offer two guided tours of *World of the Pharaohs* every day at 11 a.m. and 1 p.m.

The tours are free and open to the public. The Arkansas Arts Center will also offer Jr. Egyptologist Guides to help youth explore *World of the Pharaohs* and gallery guides for families to use throughout the museum.

Organized by the Museum of Fine Arts in Boston, *World of the Pharaohs* offers a glimpse into the 3,000 years that Pharaohs ruled ancient Egypt. More than 200 objects are on view, including mummies, that examine not only the rich opulence of kings, but also the everyday life of Egyptian citizens.

Dr. Salima Ikram, who is the professor of Egyptology at the American University in Cairo, recently visited the *World of the Pharaohs* exhibition. After touring the exhibition, she said, “*World of the Pharaohs* is a jewel of a show. The objects in *World of the Pharaohs* are so fantastic that even the people of Egypt would be clamoring to see them.”

Regular admission to *World of the Pharaohs* is \$22 for adults and \$14 for youth (6-17). Children ages 5 and under are free. Discounts for senior citizens (60+), college students and military are available with ID.

The Arts Center is offering Pharaoh Matinees, held Tuesday through Friday from 1 to 4 p.m., where all tickets are priced at \$14. Visitors can also download a \$5 off coupon to the exhibition that can be used during times other than the matinees. The coupon is available at www.arkarts.com.

The Arkansas Arts Center is open Tuesday through Friday from 9 a.m. to 5 p.m.; Saturday from 10 a.m. to 5 p.m.; and Sunday from 11 a.m. to 5 p.m. The Arts Center is closed Mondays and Major Holidays.

Each day, the last ticket to *World of the Pharaohs* is sold one hour before the Arts Center closes. Tickets to *World of the Pharaohs* can be purchased at time of visit, online or by phone. For more information, call 501-372-4000 or visit www.arkarts.com.

GENERAL INFORMATION

Contact: 501-372-4000

Location: Arkansas Arts Center – 9th and Commerce, Little Rock, AR 72202

Gallery Hours: 9 a.m. to 5 p.m. Tuesday through Friday

10 a.m. to 5 p.m. Saturday

11 a.m. to 5 p.m. Sunday

Closed Monday & Major Holidays

Title Sponsor: Harriet and Warren Stephens, Stephens Inc.

Lead Sponsors: Capital Hotel; Little Rock Convention and Visitors Bureau

Educational Program Partner: The Longevity Center at St. Vincent

Gold Sponsors: Acxiom; Arvest Bank; John and Robyn Horn; Dr. Terry Jefferson; Mangan Holcomb Partners; Donna and Mack McLarty; Moon Distributors, Inc.; Regions Bank; Ruebel Funeral Home

Arkansas Arts Center programs are supported in part by: the City of Little Rock; Arkansas Arts Council, an agency of the Department of Arkansas Heritage and the National Endowment for the Arts.

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