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## **National World War I Museum and Memorial Breaks All-Time Monthly Attendance Record**

**KANSAS CITY, Mo.** – The National World War I Museum and Memorial is not done setting records. With more than 30,000 guests in the month of July, the Museum broke its all-time record for ticketed attendance in a single month – exactly one year after eclipsing the previous mark.

The Museum set its ticketed attendance record in July 2017 with 30,015 guests, an increase of 6.4 percent over the previous mark of 28,202 set in July 2016. Through July, the Museum is 11.8 percent ahead of its ticketed attendance record for the calendar year set in 2016. Should the Museum continue to welcome guests at that pace, it would break its annual attendance record for the fourth-consecutive year.

“We couldn’t be more pleased that the public continues to demonstrate how much they value this world-class museum,” said National World War I Museum and Memorial President and CEO Dr. Matthew Naylor. “With the majority of museums across the country experiencing stagnant, or, in some cases, declining attendance, we’re pleased to see this institution drawing record crowds from not only the local and regionally communities, but also welcoming guests from across the country and the entire world as well.”

In 2017, the Museum has welcomed guests from all 50 states, all six inhabited continents and 67 countries across the world. The Museum has broken its month-specific attendance records in five of seven months in 2017 and has set or reset those monthly records in 19 of the past 31 months.

The Museum contains the world’s most comprehensive WWI collection and continues to diversify its exhibitions and public programs each year. The Museum currently features four special exhibitions and hosted more than a dozen engaging public programs throughout the month of July. Additionally, the Museum’s touring version of the photography-based special exhibition [\*Fields of Battle, Lands of Peace: The Doughboys 1917-18\*](#) has been seen by more than 1 million people in London, Liverpool and Newcastle with upcoming appearances in Edinburgh (Aug. 5 – Sept. 3), Belfast (Sept. 9-29) and Cardiff (Oct. 5-30).

The Museum has maintained its status as Trip Advisor’s No. 1 attraction in Kansas City since 2007, ranks as one of TripAdvisor’s top 25 Museums in the United States, and was recognized as the No. 5 museum in the country by Yelp.



Since the centennial commemoration of the Great War (2014-19) began, the Museum has also set institutional records for educational resource participants, public program attendees, website traffic, social media engagements, media impressions and more.

**About the National World War I Museum and Memorial**

The National World War I Museum and Memorial is America's leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community. The Museum holds the most diverse collection of World War I objects and documents in the world and is the second-oldest public museum dedicated to preserving the objects, history and experiences of the war. The Museum takes visitors of all ages on an epic journey through a transformative period and shares deeply personal stories of courage, honor, patriotism and sacrifice. Designated by Congress as America's official World War I Museum and Memorial and located in downtown Kansas City, Mo., the National World War I Museum and Memorial inspires thought, dialogue and learning to make the experiences of the Great War era meaningful and relevant for present and future generations. To learn more, visit [theworldwar.org](http://theworldwar.org).

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