

NEWS RELEASE

May 31, 2017

FOR IMMEDIATE RELEASE

News Contacts:

KDWPT – Kelli Hilliard, 785-296-4922, kelli.hilliard@ks.gov

Evel Knievel Museum – Joanne Morrell, 785-221-7002, media@evelknievelmuseum.org

Evel Knievel Museum Opens in Topeka

TOPEKA, KS – Among the many exciting attractions that Kansas has to offer, visitors to northeast Kansas can add a new museum to their must-see list of experiences – The Evel Knievel Museum at Historic Harley Davidson in Topeka. The museum held a ribbon-cutting ceremony on Friday, May 26.

The \$5 million, 13,000 sq. ft. museum features Evel's motorcycles, leathers and helmets, his fully-restored Mack truck dubbed "Big Red" and his personal and never-before-seen memorabilia. The two-story museum also features several interactive experiences including a virtual reality 4-D motorcycle jump, "Broken Bones" interactive with Evel's actual X-rays, "Plan Your Jump" challenge, "Engine and Suspension" interactive and a "Snake River Experience Room" featuring Knievel's actual X2 Skycycle.

The museum was made possible, in part, by an \$88,000 Attraction Development Grant from the Kansas Department of Wildlife, Parks and Tourism (KDWPT). The program works to assist the development of sustainable, market-driven travel experiences in Kansas that will attract visitors and create long-lasting economic benefits from the creation of jobs, capital investment, revenue and visitation.

During its two-week soft opening, forty-six percent of the museum's visitors were from out of state, including 13 states and four foreign countries, so the museum is quickly becoming a destination.

"We are tremendously excited to have the Evel Knievel Museum join the large number of amazing attractions in Kansas," said Linda Craghead, KDWPT Assistant Secretary for Parks and Tourism. "We congratulate Historic Harley Davidson and all the dedicated people and organizations that helped make the museum possible, and we're proud that the state could play a role in bringing it to Topeka."

The Evel Knievel Museum at Historic Harley Davidson is located at 2047 SW Topeka Blvd., Topeka, KS 66612. For information, call 785-215-6205, or visit www.EvelKnievelMuseum.org.

A grand opening celebration will be held June 30 and July 1. Tickets for the grand opening are limited and can be purchased online at www.eventbrite.com.

For information about Attraction Development Grants visit TravelKs.com and click on "Travel Industry," and then "Grants."

---30---

Editors - for museum images, contact Joanne Morrell, above.