



MEDIA KIT

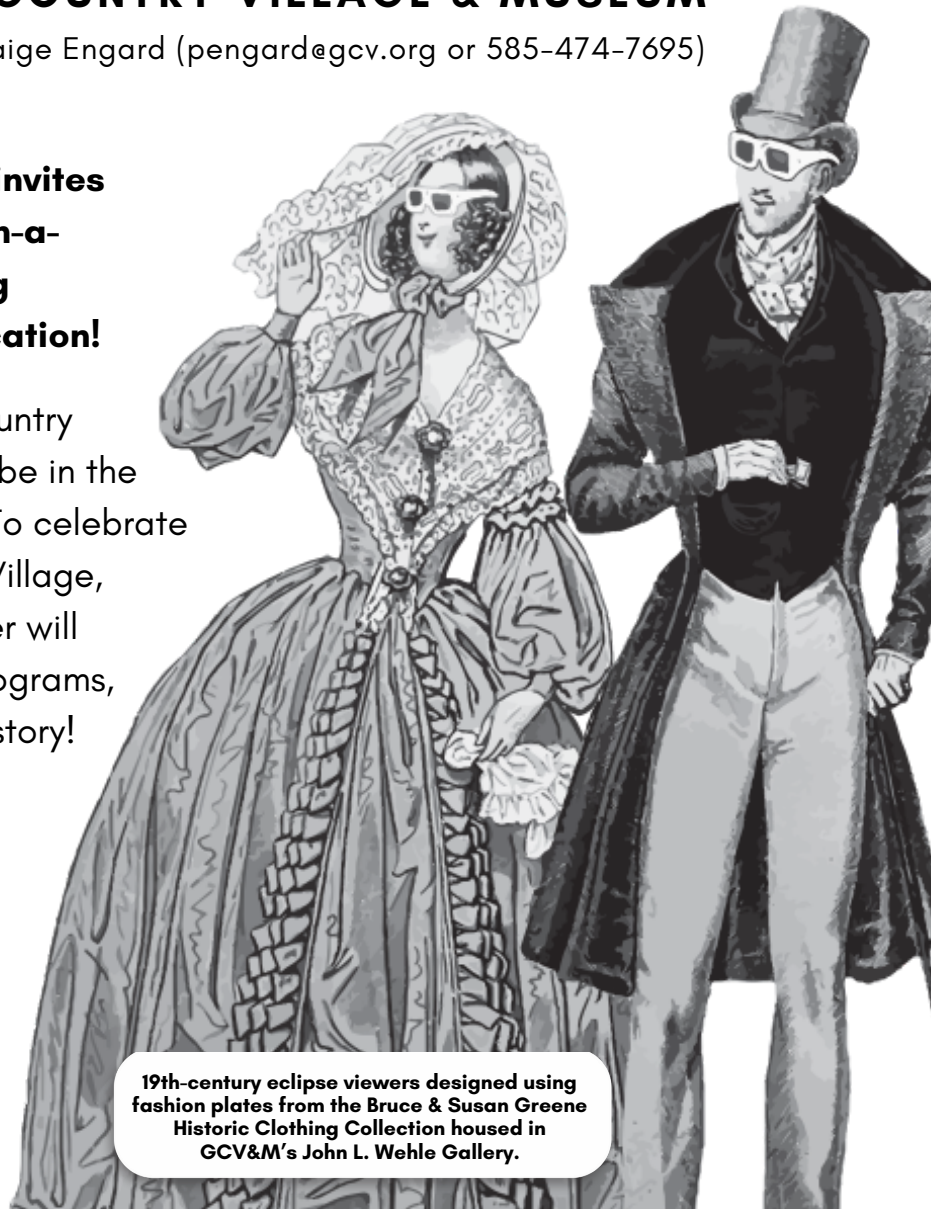
SOLAR SPECTACLE: EXPERIENCE TOTALITY IN A 19TH-CENTURY VILLAGE!

FESTIVAL DAYS APRIL 5 - 8, ECLIPSE VIEWING APRIL 8
GENESEE COUNTRY VILLAGE & MUSEUM

MEDIA CONTACT: Paige Engard (pengard@gcv.org or 585-474-7695)

Genesee Country Village & Museum invites the media to join us for a truly once-in-a-century experience and broadcasting opportunity: totality in this unique location!

On Monday, April 8, 2024, Genesee Country Village & Museum (in Mumford, NY) will be in the path of totality of a total solar eclipse. To celebrate this solar spectacle, GCV&M's Historic Village, John L. Wehle Gallery, and Nature Center will present a wide variety of fascinating programs, and talks - a day that will go down in history!



19th-century eclipse viewers designed using fashion plates from the Bruce & Susan Greene Historic Clothing Collection housed in GCV&M's John L. Wehle Gallery.



iloveny.com/eclipse



GENESEE COUNTRY VILLAGE & MUSEUM

1410 Flint Hill Road, Mumford, NY 14511 | gcv.org



MEDIA AMENITIES OFFERED

April 5 - 8: the best eclipse b-roll in Rochester and the Genesee Valley!

TOTALITY HOME BASE

- Historical experts on-site who can speak to the 19th-century eclipse experience
- A dedicated media building (a 19th-century opera hall!) with heat, electricity, satellite access, Wi-Fi, immediate road access, restrooms, unlimited catered food and drink, and swag!
- Access to visuals for both the “we” eclipse experience and the “me” eclipse experience – room to spread!
- Community of media from around NY and the world!



SPECTACULAR SHOTS

- Crowds excited to see the eclipse and experience history, but also space to spread out for a more personal experience (expecting 500 - 800 daily April 5 - 7 and 2,000 on April 8)
- Costumed historical educators and tradespeople in a 19th-century village for great visuals
- **The past, present, and future of the total solar eclipse experience**

Join us for the exciting festival lead-up on April 5 - 7, or for totality on April 8!



Exterior of Davis Hall (built 1884)



Upstairs interior of Davis Hall
(Also first-floor open space with restroom)



SOLAR SPECTACLE - UNIQUE PROGRAMMING & CONTENT

Four Festival Days: Friday, April 5 - Monday, April 8, with Eclipse Viewing April 8

IN THE HISTORIC VILLAGE:

- Costumed historical educators and tradespeople in 19th-century village delivering programming
- Reproductions of 19th-century eclipse advertisements and articles in historic print shop
- Interpretation about women in science like Maria Mitchell in 19th-century female seminary
- Religious interpretations of celestial phenomena in historical Shaker building
- Tin type photographer and celestial photography in George Eastman's boyhood home
- 19th-century astronomical observation and scholarship in Rochester through historical figure Lewis Swift

IN THE JOHN L. WEHLE GALLERY:

- 19th-century-style Magic Lantern Shows (twice daily)
- Mobile planetarium (Friday only)
- Two exhibits on view: *Becoming Gendered: Garment as Gender Artifact* and *Perceived Realities: Wildlife, Land, and Myth*

IN THE NATURE CENTER:

- Make a pinhole camera
- Observe the skies through a telescope
- Participate in an interactive "to-scale" eclipse model

TO EAT AND DRINK:

- 19th-century celestially-themed treats and baked goods in the historic Confectionery
- Food and drink in the Depot Restaurant
- Rohrbach's Brewing Co. Totality Black Lager on draft



"Eclipses in the 19th-century were accompanied by a huge push for scientific observation and citizen participation in science. Imagine this exciting period of expansion: science was advancing, the U.S. was growing and changing... eclipses in the 1800s were both experienced and understood by New Yorkers, but also internationally recognized."
Mary Challman, Senior Director of Interpretation at GCV&M



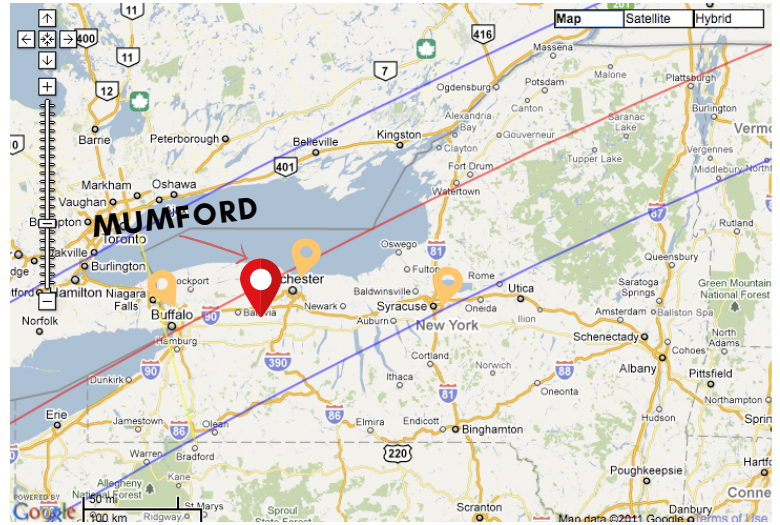
SCAN TO
LEARN MORE!





MUMFORD, NY AND TOTALITY

Mumford, NY, falls into the path of totality for the April 8th Total Solar Eclipse. Mumford will enjoy 3 minutes and 32 seconds of totality. Genesee Country Village & Museum is 30 minutes from Rochester and 1 hour from Buffalo.





Some guests will be renting historic buildings as their eclipse viewing-day home base:



Interview guests who have rented 19th-century buildings for their eclipse viewing day experience!

Scan to view this document:



GENESSEE COUNTRY VILLAGE & MUSEUM

VIP Historic Village Viewing Experiences

Choose your homebase for the Solar Spectacle! All packages include:

- Food and non-alcoholic beverages
- Eclipse Swag Bag (viewing glasses included), tickets to our After-Party
- Access to programming in the Historic Village, Gallery, and Nature Center
- Courtesy passes to the Three-Day Eclipse Festival (April 5-7)

LOCATION	DETAILS AND PERKS	VIEWING SPOT	COST
 THOMSON BARN <i>Built c. 1807</i>	Thomson Barn offers heat, a modern restroom, and a charming rustic setting for your eclipse day homebase.	Silver Ball Park OR Village Square	\$4,000 <i>20 person max</i>
 DAVIS OPERA HALL <i>Built 1884</i>	Davis offers heat, a modern restroom, and fantastic historic detail. UPSTAIRS AND DOWNSTAIRS AVAILABLE SEPARATELY	Silver Ball Park OR Village Square	1st Floor: \$5,000 <i>25 person max</i> 2nd Floor: \$4,000 <i>20 person max</i>
 MACARTHUR HOUSE <i>Built c. 1834</i>	Perhaps the most charming location offered amongst our eclipse packages, MacArthur House offers a private setting with a toasty fireplace and close proximity to our East Restrooms.	Silver Ball Park OR Village Square	\$2,960 <i>16 person max</i>
 FOSTER-TUFTS HOUSE <i>Built c. 1836</i>	Enjoy the warmth of a historic hearth when you book the Foster-Tufts House for your eclipse day experience! Heat, and charming interior make Foster an ideal location. Plus, nearby access to a modern restroom trailer.	Silver Ball Park OR Village Square	\$2,960 <i>16 person max</i>
 TOWN HALL <i>Built c. 1822</i>	A crowd favorite, our Town Hall building offers up ample private space, heat, and close proximity to our East Restrooms. UPSTAIRS AND DOWNSTAIRS AVAILABLE SEPARATELY	Silver Ball Park OR Village Square	1st Floor: \$2,960 <i>16 person max</i> 2nd Floor: \$2,960 <i>16 person max</i>
 MACKAY HOMESTEAD <i>Built c. 1814</i>	With heat, proximity to Village programming and the restroom trailer located just off the Village Square, MacKay is an ideal location to spend a memorable day.	Silver Ball Park OR Village Square	\$4,440 <i>24 person max</i>
 JONES FARM <i>Built c. 1820 - 1835</i>	A favorite amongst visitors, Jones Farm is the epitome of 19th-century charm. Enjoy this location as your eclipse day homebase, complete and nearby access to our East Restrooms.	Silver Ball Park OR Village Square	\$3,330 <i>18 person max</i>
 GEORGE EASTMAN BOYHOOD HOME <i>Built c. 1840</i>	Enjoy Rochester history AND a once-in-a-century experience when you book the Eastman Boyhood Home! Eastman offers mid-19th-century charm, heat, and proximity to East Restrooms.	Silver Ball Park OR Village Square	\$2,220 <i>12 person max</i>
 BOLGER LIBRARY	A unique building that visitors do not often get to access - the Bolger Library provides heat, and close access to the Restaurant, Pub, and adjacent restrooms.	Great Meadow	\$2,220 <i>12 person max</i>
 TOLL HOUSE <i>Built c. 1850</i>	A charming visitor favorite - the Toll House is conveniently located to restrooms and programming in the Historic Village. Plus, warmed by a wood stove!	Silver Ball Park OR Village Square	\$1,600 <i>8 person max</i>





INTERESTED IN JOINING US?

Genesee Country Village & Museum invites the media to join us for this truly once-in-a-century experience and broadcasting opportunity: The Solar Spectacle at GCV&M on Monday, April 8, in addition to the lead-up festival on April 5, 6, and 7.

To request media access to the site for media, please contact GCV&M's Director of Communications, Paige Engard, at pegard@gcv.org or 585-474-7695. Please be prepared to share the following: your media outlet, how many individuals you'll bring, any technology requirements, and expert speaker / interview requests.

To request eclipse-related press releases and additional press materials, please email pegard@gcv.org.

