



Hadrian's Wall
Heritage Ltd

PRESS RELEASE

New British Museum exhibition expected to bring more visitors north to Hadrian's Wall

Tourism bosses are predicting that a new exhibition in London will encourage more people to travel north to visit Hadrian's Wall this year.

The exhibition - *Hadrian: Empire and Conflict* . starts at the British Museum on the 24th of July and runs until the 26th of October. It tells the story of the man best known in Britain for ordering the construction of Hadrian's Wall, which runs from Bowness on Solway in Cumbria to South Shields on the North East coast.

Hadrian's Wall Heritage Ltd believes the exhibition will lead to increased interest in this important World Heritage Site.

Linda Tuttielt, the organisation's Chief Executive, says: "Over one hundred thousand people are expected to see the exhibition and many thousands more will read some of the extensive media coverage about it. That's why we're working with a number of partners on our biggest ever campaign to ensure the extra interest in Hadrian is converted into visits to Hadrian's Wall Country."

The core of the new campaign will be nineteen 200 square foot billboards at Tube stations around the capital. The giant posters have been produced with help from the national tourism organisation VisitBritain and show stunning images of the Wall and the surrounding countryside. There will also be a series of adverts in the Evening Standard and national newspapers.

Britain's longest monument, Hadrian's Wall was built in AD122. It is 73 miles (or 80 Roman miles) long and was once 15 feet high and up to 10 feet thick.

Today the surviving masonry of the Wall is only a small part of the visible archaeology, which also includes earthworks, milecastles, turrets and forts. Some of the highlights are:

Housesteads

The best preserved fort on the Wall with magnificent ruins, including a multi-seated latrine and hospital. You can also enjoy spectacular views and find out more about the Wall in the museum.

Roman Vindolanda

The ruins of a classic Roman fort with full scale replicas. It was here that the famous Vindolanda tablets were found, packed with fascinating personal details. There's also an opportunity to watch live excavations.

Birdoswald Roman Fort

There are fort defences to see and great sections of the Wall on either side of Birdoswald. There is also a full size replica of the Wall in the visitor centre.

Chesters Roman Fort

The entire layout of the best preserved Roman cavalry fort in Britain including well-preserved gateways and a regimental shrine. There is also an excellent museum here with finds from across the Wall.

Corbridge Roman Town

There is a fascinating audio tour at this site which helps to give a real feel of what it was like in a Roman town close to the Empire's northern frontier. There are substantial remains including granaries, a stone lion and a section of Roman road.

Segedunum Roman Fort, Baths and Museum

This is the Wall's most excavated fort. There are spectacular reconstructions including the bath house and a section of Wall, a computer generated history tour and a 35-metre-high viewing tower to visitors to look out over the site.

Hadrian's Wall Country also stretches down the Cumbrian coast, including sites like Senhouse Roman Museum in Maryport and Ravenglass Roman Bath House.

For more information on Hadrian's Wall please visit www.hadrians-wall.org or call 01434 322002.

Tickets for the '*Hadrian: Empire and Conflict*' exhibition at the British Museum can be purchased online at www.britishmuseum.org

ENDS

MEDIA CONTACTS: Paul Gardner or Louisa Malkin on 015394-42436.
louisa@ospreycommunications.co.uk

Notes to Editors

1. Hadrian's Wall Heritage Ltd is a not for profit company with responsibility for the coordination, protection, development and marketing of the Hadrian's Wall World Heritage Site and the areas it passes through.
2. The organisation was set up in May 2006 in partnership with One NorthEast (One), the Northwest Regional Development Agency (NWDA), Natural England and English Heritage.

3. Hadrian's Wall Heritage works in partnership with a number of organisations. It brings together business and conservation, visitors and local communities in a uniquely focused way, with the overall aim of:
 - Creating jobs and enhancing the local economy
 - Attracting more visitors who will stay longer and spend more in the area
 - Creating a vibrant and sustainable visitor economy
 - Finding better ways to interpret and protect an internationally recognised monument
 - Making Hadrian's Wall a truly world-class destination

4. In order to protect this important and historic monument for future generations we would be grateful if editors do not use photographs of people standing on top of the Wall as this is counter productive to our conservation messages. Hadrian's Wall Heritage has a large image library available to support news stories and travel features. Journalists can contact the organisation direct to obtain access to this library. It is also important not to use photographs of cyclists or horses next to the Wall.