

The Manitoba Museum
190 Rupert Ave./Winnipeg, MB/R3B 0N2

February 9, 2010

Go Backstage and Behind the Scenes with The Beatles

Join our Magical Mystery Tour, opening this Friday

We're giving you all our lovin', just in time for Valentine's Day!

The Beatles! Backstage and Behind the Scenes provides a rare opportunity for music lovers to see 84 previously unpublished photos of the Fab Four's first North American tour. This is the very first time these photographs will be accessible to Manitobans.

This fine art photography exhibit features landmark photos from the CBS Television archives, as well the work of LIFE magazine photojournalist Bill Eppridge – both known for their powerful, rare images of early Beatles' history. Their extraordinary talent has made *The Beatles! Backstage and Behind the Scenes* one of the most popular travelling exhibitions in North America.

Local bands will perform within the exhibit most Saturdays during its run, and the popular Beatles Wii RockBand™ game will be available for those who really want to get into the swing of things. During Spring Break, March 27-April 4, **Free Ride**—the popular Beatles tribute band—will perform one 45 minute set each day at 2 p.m.

Tapping into the emerging zeitgeist of the '60s, *The Beatles! Backstage and Behind the Scenes* remembers the opening events of the lads' debut on the CBS Ed Sullivan Show and their fateful first train journey from New York to Washington, D.C.

See *The Beatles! Backstage and Behind the Scenes* and enter to win a trip for two to the UK! Airfare and accommodation included.

We've also added some fun interactive components. Local bands will perform within the exhibit most Saturdays during its run, and the popular Beatles Wii RockBand™ game will be available for those who really want to get into the swing of things. During Spring Break, March 27-April 4, **Free Ride**—the popular Beatles tribute band—will perform one 45 minute set each day at 2 p.m.

The Beatles! Backstage and Behind the Scenes will be located in the Museum's Alloway Hall from February 12th to April 11th. It is open

during regular Museum hours: Tues-Fri, 10 am-4 pm, weekends and holidays, 11 am to 5 pm.

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