

Sample press release

For Immediate Release

(Your City) A terrible crime has been committed and Victorian London's most celebrated detective needs your help to find out "whodunit"! **Sherlock Holmes and the Clocktower Mystery** opens _____ at the _____.

This interactive, wildly entertaining and very clever murder-mystery will test your powers of observation and deductive reasoning. You will need your deerstalker and your thinking cap to solve this baffling thriller.

What is the Clocktower Mystery? It's a crime to solve and an exhibition to experience. The Mystery is presented in eight chapters, each representing a different location. Movement through the exhibit is sequential. Each Chapter contains between 200 to 400 words. Detective Guides will be handed out to all who enter the exhibit. The guide contains a map and space to record clues and suspects.

As visitors enter the exhibit, they find themselves transported back in time. The sights, sounds and smells of turn-of-the-century London greet them at every turn. The first locale is the clocktower, where a murder has taken place. The other seven sets that comprise the exhibit range from the clocktower to a seamy dock-side garret. While walking through the scenes, visitors are given clues to the mystery surrounding the murder. These clues-carefully placed as physical evidence among the many period objects in the rooms- are handwritten police reports, overheard sound tracks of interviews, printed summaries of the events and even tell-tale odors. Each scene is laden with clues and "red herrings".

Once visitors feel that they have the name of the murderer or have reached the final chapter, they find themselves at the door that leads to a study. In the study, there is an interactive consultation with one of the characters of the story (who is played by a live actor). Visitors are questioned about their conclusions, and the mystery is solved in a dramatic finale.

The exhibit experience is ideal as a family outing, school tour or club entertainment. Plan to be involved with the exhibit for about an hour.

For additional information contact: