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MUSIC & HISTORY PLAY ON FOR OVER 220,000 AT BETHEL WOODS

*2009 featured rock's biggest touring act, the historic Inauguration,
the Bed-In for Peace & Woodstock's 40TH Anniversary*

BETHEL, NY (November 30, 2009) – Bethel Woods Center for the Arts is proud to announce overall attendance continued to grow in 2009 as a result of a variety of new initiatives, successful performances, and impressive growth in its education and community programs, attracting over 220,000 visitors this year.

Bethel Woods Chief Operating Officer, Darlene Fedun said "We are so very grateful to those members, sponsors, donors, and guests who helped to make the celebration this past season an enormous success and thank them for their participation. In addition, we would not be able to accomplish our goals of continually enhancing our programming offerings without the dedication of our wonderful staff and volunteer corps."

Summer 2009 featured four sold out shows including the Bethel Woods Music Festival and Dave Matthews Band on the Pavilion Stage, plus Richie Havens and John Sebastian with David Grisman in the Event Gallery, which drove concert attendance to 125,000 guests during the season-long celebration of the 40th Anniversary of the Woodstock festival. The anniversary celebrations catapulted Bethel Woods to the world stage, with media and visitors from around the world converging on Bethel in August. Press coverage included all the major networks, USA Today, People, Good Morning America, FOX News, The New York Times, the Washington Post, the Associated Press and many others around the world.

The Museum at Bethel Woods, which remains open Thursday – Sunday from 10:00 a.m. to 5:00 p.m. through January 3, 2010, was recognized with two prestigious awards for excellence in its second season: the 2009 Thea Award for Outstanding Achievement: Museum; and Creativity + Commerce: *Print* magazine's International Business Graphics Prize. Over 60,000 guests have visited The Museum this year, taking advantage of expanded offerings, including educational programs, film and speaker series, book signings, and the first special exhibits, in addition to the main exhibit. Special exhibits included:

- **OLD SCHOOL: The Museum at Bethel Woods Custom Chopper built by Orange County Choppers** – Orange County Choppers was commissioned to build a commemorative Woodstock-themed motorcycle, which was featured on the April 16th episode of TLC's "[American Chopper](#)". (Open through January 3, 2010)
- **ROCK HEROES: Woodstock-Inspired Selections from the Hard Rock International Music Memorabilia Collection** – This exhibit combined instruments, clothes, and memorabilia connected to artists who performed at the 1969 Woodstock Music and Art Fair. (March 28 - May 31, 2009)

Both of these special exhibits were made possible, in part, thanks to the generosity of The Vallone Family and their local, family-run businesses including Rolling V Bus Corp., Big V Entertainment, Gershowitz Transportation, Vallo Transportation and Creekside Cabins.

- **GIVE PEACE A CHANCE: John and Yoko's Bed-In For Peace** – The U.S. premier for this exhibit commemorating the 40th anniversary of their call for world peace, which featured over 20 large-format framed images by LIFE magazine photographer Gerry Deiter, plus 15 text panels, and more. (June 12 - September 7, 2009)
- **ROBERT ALTMAN'S SIXTIES: Portrait of a Generation** - Internationally acclaimed photographer, Robert Altman, best known as a photojournalist for *Rolling Stone*, documented the rise of the counterculture through the events and personalities of the mid-Sixties. These 119 large format photographs show his view of a dynamic and exciting time from 1966 to 1975. This exhibit was made possible, in part, by the generous support of Mr. Alan Kesten and Ms. Kathy Gaglio along with Dr. Monte Sachs and Ms. Stacy Cohen. (September 25 - January 3, 2010.)

In 2009 Bethel Woods' Education and Community Programs achieved significant growth, benefitting 35,869 people and helping non-profit organizations to raise \$29,000. Over 8,265 participated in community and educational initiatives, including nearly 2,800 students and educators. These efforts are made possible, in part, by the generous support of Members, donors and business partners; more than 300 of whom have been supporters since opening in 2006. Bethel Woods' public programs provide enriching, engaging and educational experiences that broaden exposure to history, cultural arts and community resources. Some of this season's most successful initiatives included the continuation of the "Youth At" Program, the Sullivan County Bicentennial County-wide Picnic Day, Give Peace a Chance Family Day, Inauguration Day at Bethel Woods, the Heritage Celebration Series, the Teacher Advisory Committee, and partnerships with organizations such as ARAMARK, Rock & Wrap It Up, the Delaware Valley Arts Alliance, Sullivan County BOCES and The Janice Center.

The largest and best-known community program at Bethel Woods, The Harvest Festival, celebrated its 11th anniversary this year, thanks, in part to sponsors including A&J Hometown Oil, Inc., Catskill Regional Medical Center, Jeff Bank and M&M Auto Group. The Harvest Festival attracted over 27,000 visitors and featured over 140 local farms, artisan crafters and food vendors during 7 weeks from late August through Columbus Day. Eleven community groups participated this year, raising over \$9000 for their various causes. The Sullivan County SPCA adopted out all 12 puppies they brought to the festival, and many more people went directly to their Rock Hill shelter to find an animal in need of a home. The Table Auction fundraiser brought in \$2,000 to support the Harvest Festival Children's Programs, and the Monticello Fire Department walked away with the coveted "Thunder 102 Choice" award at a Chili Day in October.

Bethel Woods would also like to thank its 2009 sponsors and donors for their support, including the Gerry Foundation, Granite Associates, Richard O. Ullman Family Foundation, Sonnenschein Nath & Rosenthal LLP, Catskill Hudson Bank, The Chapin Estate, LandShark Lager, M&M Auto Group, Orange County Choppers, Pepsi Cola of the Hudson Valley and Verizon Wireless.

As Bethel Woods looks forward to celebrating its fifth anniversary in 2010 it will continue to enrich, promote and improve the quality of live in our communities through culture, education, history and the arts, and invites you to join in as music and history play on.

NOTE: The Museum will be closed Christmas Eve, Christmas Day and New Years Day, and close for the season on Monday, January 4, 2010, reopening on Saturday, April 3rd. It will be open Monday, December 28 through Wednesday, December 30 from 10:00am - 5:00pm. However, The Museum is always available to accommodate pre-arranged school visits by contacting 845.583.2097 or mhughes@bethelwoodscenter.org, and group visits by contacting 845.295.2521 or groups@BethelWoodsCenter.org.