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MEET THE BEATLES!

The Museum at Bethel Woods to Re-open with Special Exhibit on Saturday, April 5

BETHEL, NY (March 28, 2014) – On Saturday, April 5 the **Museum at Bethel Woods** will re-open with a weekend jam-packed with events, including the opening of the special exhibit **America Meets the Beatles!** Unseen Photos Of The Fab Four's First U.S. Visit By LIFE Photographer Bill Eppridge & Beatlemania Memorabilia From The Rod Mandeville Collection. On display from April 5 to August 17, this special exhibit marks the 50th anniversary of the Beatles' arrival in America, highlighting the reasons behind the Fab Four's popularity: where their music came from, who the fans were, and why the Beatles created a lasting legacy.

In February, 1964, the Beatles arrived in America for the first time. They had been booked to appear on *The Ed Sullivan Show*, and the publicist at CBS had made sure that the relatively unknown band from Liverpool would receive a warm welcome. In addition to hundreds of screaming young people (mostly girls), an army of journalists met the Beatles at JFK airport as they arrived, and what followed over the next two weeks launched what would be known as "the British Invasion."

LIFE magazine sent a photographer, Bill Eppridge, to cover the arrival, and he was impressed enough to arrange to follow them for six days, through the screaming fans, the chaos at the Plaza Hotel, the media interviews and staged photo ops, rehearsal at the CBS Studio 50 and their first appearance on the show, the wild train ride to Washington, D.C. and performance at the Washington Coliseum, a party at the British Embassy, the return trip to New York, and finally, the band's triumphant performance at Carnegie Hall.

The magazine only published four of Eppridge's photos of the Beatles and then proceeded to lose the negatives of the entire six days. It wasn't until years later, after the Beatles had broken up, that the negatives finally turned up. **America Meets The Beatles!** features 55 of these revealing, highly personal photos of John, Paul, George, and Ringo, many still largely unseen until now.

In addition to Bill Eppridges's photographs, **America Meets The Beatles!** also features Beatles memorabilia from local collector, Rod Mandeville, including records and picture sleeves, posters, pins, fan club mailings, figurines and bobbleheads, fan magazines, and much more.

Also supporting the opening of the spring 2014 special exhibit, a screening of the film *Good Ol' Freda* will conclude opening day. Freda Kelly was just a shy Liverpoolian teenager when she was asked to work for a local band hoping to make it big: the Beatles. In *Good Ol' Freda*, the band's former secretary tells her personal stories for the first time in 50 years. This film is rated PG by the MPAA. Admission to the films is \$8.00 regular admission, \$6.00 for members. Doors open at 4:45 p.m. with a 5:00 p.m. show time.

To purchase tickets in advance or for more information about these events or Bethel Woods Center for the Arts, please visit www.BethelWoodsCenter.org or call 1.866.781.2922.

Museum Hours & Information:

Saturday, April 5 - April 30, Thursday - Sunday 10:00 a.m. to 5:00 p.m.

Thursday, May 1 - Monday, September 1 - 7 days a week 10:00 a.m. to 7:00 p.m.

Tuesday, September 2 - Monday, October 13, 7 days a week 10:00 a.m. to 5:00 p.m.

October 14 - December 31, Thursday - Sunday 10:00 a.m. to 5:00 p.m.

December 26 - December 31, Open all holiday week, 10:00 a.m. to 5:00 p.m.

The Museum will be closed on Thanksgiving, Christmas Eve, and Christmas Day.

*Special hours on most Pavilion Concert days.

^**Day of Show** - The Museum at Bethel Woods will offer \$5 admission two hours prior to show time for all evening concerts.

NOTE: Please call ahead to verify museum hours on concert days. Access to the grounds is closed on pavilion concert days. The Monument continues to be open to visitors seven days a week, all year long via West Shore Road.

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About Bethel Woods Center for the Arts and The Museum at Bethel Woods

Bethel Woods Center for the Arts is a not-for-profit cultural organization, located at the site of the 1969 Woodstock festival in Bethel, NY. Located just 90 miles from New York City on a lush campus featuring bucolic countryside views, the Center is comprised of the Pavilion Stage amphitheater that accommodates 15,000, an intimate 440-seat indoor Event Gallery, and the award-winning Museum at Bethel Woods. The Center offers a diverse selection of popular artists, culturally-rich performances, and educational, community, and museum programs committed to inspiring expression, creativity and innovation through the arts. Bethel Woods is exemplary in its efforts to engage, inspire and advocate for the accessibility of the arts for all ages and to connect with community partners to broaden programmatic reach and to strengthen support and resources for its activities.

The Museum at Bethel Woods is dedicated to the study and exhibition of the social, political and cultural events of the 1960s, including the Woodstock festival, and the legacies of those times, as well as the preservation of the 1969 Woodstock festival site. More than a nostalgic celebration of a colorful decade, the award-winning Museum provides a focus for deeper issues and lessons of the decade. The Museum is a dynamic and vibrant community resource where individuals and groups of all ages participate in tours, lively lectures, cinematic conversations, changing exhibitions and special events. The Museum features include a permanent exhibit space, Special Exhibit Gallery, Corridor Exhibit Gallery, Museum Theater, Event Gallery, retail store, café, and the Woodstock Monument.

For more information please visit www.BethelWoodsCenter.org.