



*Live the Adventure, Honor the Legend™*

## Museum Fact Sheet

Service Career	The USS Midway served from 1945 (the end of World War II) until 1992, the longest-serving American aircraft carrier of the 20 <sup>th</sup> century.
As a Museum	Opened on June 10, 2004
Location	910 N. Harbor Drive in downtown San Diego (92101) 619/544-9600 <a href="http://www.midway.org">www.midway.org</a>
Hours	Open daily 10-5 p.m. (last admission at 4 p.m.), except Thanksgiving and Christmas
Mission	To preserve, inspire, educate and entertain
Vision	To become America's living symbol of freedom
Attendance	1,050,000 visitors annually, the first historic naval ship museum in the nation to reach this attendance level
Highlights	Self-guided audio tour narrated by Midway sailors to nearly 70 locations and available in 6 languages Docent presentations throughout the ship Flight simulators Climb-aboard aircraft A variety of activities for youngsters Gift shop and café Battle of Midway Theater (Opening Fall 2014) Elevator access and wheel chair availability Adjacent parking on Navy Pier
Accolades	Ranked #1 among all San Diego attractions on tripadvisor.com
Private Events	Approximately 300 private events are held per year, from 100 to 3,500 attendees. Special offerings for birthday parties, corporate picnics and

school band performances. Midway offers nearly a year-round outdoor event setting.

**Military Events** More than 400 active-duty military events are held during museum hours. They include re-enlistments, retirements, changes of command and memorials. The public is welcome to observe them

**Group Tours** Groups of ten or more are offered a discount on museum admission: \$15 for Adults, \$8 for Youths (ages 6-12) and \$12 for Seniors (ages 62+).

**Education** More than 40,000 students visit Midway annually on K-8 study trips focusing on science, technology, engineering and math. Twice in nine years Midway has expanded classroom space to meet teacher demand.

**Overnights** More than 5,000 youngsters a year participate in overnight programs, living an authentic life of an aircraft carrier sailor.

**Volunteers** Approximately 800 volunteers contribute more than 225,000 hours annually; more than 1 million hours cumulatively since opening in 2004.

**Museum Membership** Approximately 12,000

News Media Contacts

Scott McGaugh  
Marketing Director  
619/398-8250  
[smcgaugh@midway.org](mailto:smcgaugh@midway.org)

Vanessa Ruiz  
Assistant Marketing Director  
619/398-8251  
[vrui@midway.org](mailto:vrui@midway.org)

November 15, 2013