

MEDIA RELEASE



POWERHOUSE MUSEUM TO SET WORLD RECORD FOR LARGEST GATHERING OF MUMMIES

Sydney, Australia: The Museum of Applied Arts and Sciences (MAAS) today extended an open invitation to Sydney-siders to participate in a world record attempt for the greatest number of people dressed as mummies at a single location. The world record attempt will be held at the Powerhouse Museum in Ultimo on Sunday 19 March at 11am in celebration of the world premiere exhibition, *Egyptian Mummies: Exploring Ancient Lives*.

In order to set the Guinness World Record more than 250 people are needed to wrap themselves up as mummies on the day. The world record event coincides with the Family Sundays program, which brings the *Egyptian Mummies* exhibition to life with interactive activities for all ages, making it an ideal weekend activity to share with friends and family.

Participants must pre-register for the event to ensure that everyone contributes towards the official count. To assist visitors mummy-wrapping stations will be set up at the Powerhouse Museum, and those keen to take part are welcome to create their own mummy costume and arrive for the event pre-wrapped. All participants who pre-register will receive free general admission to the Museum on the day and a 20% discount on *Egyptian Mummies: Exploring Ancient Lives* tickets.

The world premiere exhibition *Egyptian Mummies: Exploring Ancient Lives* explores beyond the wrappings of six mummies from the British Museum collection, revealing the mysteries of mummification hidden for thousands of years. Ancient cultures meet modern technologies as Australian audiences have a chance to see inside mummies using non-invasive computed tomography (CT) scan and 3D visualisation technology.

Egyptian Mummies is presented by the Museum of Applied Arts and Sciences in collaboration with the British Museum and Destination NSW and is at the Powerhouse Museum until 30 April 2017.

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EVENT DETAILS

What: Egyptian Mummies Guinness World Record Attempt

When: Sunday 19 March 2017, arrive 10.00am for 11.00am attempt which will last 5 minutes

Where: Powerhouse Museum, 500 Harris Street, Ultimo NSW 2007

Price: Free. Registrations essential:

To register: <https://maas.museum/event/%20egyptian-mummies-guinness-world-record-attempt/>

Images available for download here:

<https://www.dropbox.com/sh/lh9n95j7j8xl7cu/AAD6Efz7BAJvtDs6CU8ACiPEa?dl=0>

EXHIBITION DETAILS

What: *Egyptian Mummies: Exploring Ancient Lives*

When: Until 30 April 2017

Where: Powerhouse Museum, 500 Harris Street, Ultimo NSW 2007

Exhibition Entry Price: Adults \$27 Concession \$25 Children \$16 Family Pass \$65. Pre-book and save.

Details for the *Egyptian Mummies: Exploring Ancient Lives* public program can be found at:

<https://maas.museum/event/egyptian-mummies-exploring-ancient-lives/programs/>

ABOUT THE MUSEUM OF APPLIED ARTS AND SCIENCES

The Powerhouse Museum, alongside Sydney Observatory and the Museums Discovery Centre, is part of the Museum of Applied Arts and Sciences (MAAS), Australia's contemporary museum for excellence and innovation in applied arts and sciences. The Museum of Applied Arts and Sciences has a vast and diverse collection of over 500,000 objects.

COLLABORATIVE PARTNER

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The presentation of this exhibition is a collaboration between the British Museum and the Museum of Applied Arts and Sciences.