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**Basketball Legend Walt 'Clyde' Frazier and Track & Field Paralympian Aimee Mullins Help Announce Tickets on Sale for the Greatest Sports Team Ever Assembled**

Sports Museum of America Opening May 7th in New York City

NEW YORK, April 7, 2008 /PRNewswire/ -- Walt "Clyde" Frazier and Aimee Mullins challenged young fans to high-tech, interactive sports games to help announce that Sports Museum of America tickets are now on sale.

The much-anticipated Sports Museum of America (SmA), the country's first and only national museum of sport, will officially open on May 7 at 26 Broadway in Lower Manhattan. Tickets to the multi-media, interactive, all-sports experience may be purchased online at [www.sportsmuseum.com](http://www.sportsmuseum.com) or by phone at 1-888-SmA-TKTS. The SmA on-site box office will open in late April.

Created in exclusive partnership with virtually every major single-sport Hall of Fame, National Governing Body and Museum across North America, and supported by an exceptional group of Hall of Fame athletes throughout the sports world, visitors will at last be able to experience those thrilling and inspiring moments in sports that connect us all so deeply.

Unlike a traditional museum, the Sports Museum of America offers an immersive, linear experience -- as told through a combination of iconic artifacts, original films and interactive exhibits -- that flows from one extraordinary, themed gallery to another. Along with sharing goose bump moments in everything from baseball to auto racing, Olympic heroes to barrier-breaking athletes, and yesterday's legends to the athletes that excite us today, visitors will experience first-hand the sheer terror of what it's like to be an NHL goalie, explore the Billie Jean King International Women's Sports Center, including the first ever women's sports hall of fame, come face-to-face with the original and legendary Heisman Trophy, and much more.

Fans, families, and educators can plan their visit to SmA with ease and convenience thanks to "timed ticketing" which enables visitors to select a specific time to enter. Guests are also able to purchase and print their tickets directly from the SmA website with no additional surcharges, and then simply show up at their designated time, thereby avoiding long lines. And because many of the city's most beloved neighborhoods and attractions are nearby and easily accessible, including the Statue of Liberty Ferry just steps away, timed-ticketing helps visitors plan the perfect Manhattan experience to suit their busy schedules.

Admission to SmA is \$27 (Adults 15-59); \$24 (Seniors 60+ and Students with ID); and, \$20 (Children 4 - 14). Children under 4 are free when accompanied by an adult. A limited quantity of annual passes, referred to as "Season Tickets", are also available on an individual basis for approximately twice the cost of admission, and feature exclusive benefits, including personalized membership cards, admission without reservation, advance notice of special events, savings on additional guest admissions, and more. Group savings (\$5 off per ticket) are also available for groups of 15 or more.

The Sports Museum of America will be open Monday - Friday 9 a.m. - 7 p.m. and Saturday - Sunday 9 a.m. - 9 p.m. The last ticket will be sold 90 minutes prior to closing.

Photo of Walt "Clyde" Frazier and Aimee Mullins with young fans available on AP PhotoExpress and Newscom.

About the Sports Museum of America:

The Sports Museum of America (SmA) is the nation's first and only all- sports experience richly showcasing the history, grandeur and significance of sports in American culture. Created in exclusive partnership with over 50 single-sport Halls of Fame, National Governing Bodies and other sports organizations across North America, SmA features amazing state-of-the-art interactive technologies, dramatic original films and an iconic collection of sports memorabilia. SmA will also be home to the legendary Heisman Trophy and the Billie Jean King International Women's Sports Center, including the first ever women's sports hall of fame. Located in New York City at 26 Broadway (next to the "Charging Bull" and footsteps from the Statue of Liberty Ferry), the Sports Museum of America will open May 7, 2008. [www.sportsmuseum.com](http://www.sportsmuseum.com)

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Source: Sports Museum of America