



Opening May 7, 2008, the Sports Museum of America (SmA) is a celebration of sports: the heroes, the teams, the fans, and the triumphs – from the greatest legends to the stars of today. Created in partnership with more than 50 single-sports Halls of Fame and Museums, National Governing Bodies and other sports organizations, SmA is the nation's first and only museum to celebrate all of the sports Americans love under one roof, richly showcasing the history, grandeur and significance of sports in American culture.

Location: 26 Broadway
New York, New York 10004

Contact: General Information 212-747-0900
Membership Inquiries 212-747-0900
Group Tickets 800-840-1157

Hours of Operation: Monday-Friday 9 a.m. – 7 p.m.
Saturday-Sunday 9 a.m. – 9 p.m.
Open 365 days. Last ticket sold 90 mins. prior to closing.

Tickets: Adult 15-59 \$27
Seniors 60+ \$24
Students (with current ID) \$24
Children 4-14 \$20
Children under 4 FREE
Group savings are available for groups of 15 or more.
All tickets are sold on a timed ticketing system.
Advanced purchase and print-at-home capability for online booking is available at no additional charge.

Leadership: Philip Schwalb, Founder & CEO
Sameer Ahuja, Co-Founder & COO/CFO
John Urban, President & General Manager

Size: Phase 1 is comprised of 45,000 total square feet, including 28,000 square feet of exhibition space, 4,000 square feet of retail space and 8,000 square feet of special event space. An additional 25,000 square feet will be developed as Phase 2 to support special exhibits and other initiatives to further enhance the guest experience.

Transportation:**SUBWAY:**

- 4,5 Express to Bowling Green
- R,W to Whitehall Street
- 2, 3 Express or J, M, Z to Wall Street
- 1 to Rector Street
- PATH to World Trade Center

BUS:

- M1, M6, M9, M15, M20 to Battery Park
- Grayline (stop #12) and City-Sights (stop #14) Tour Buses to Bowling Green/Battery Park/Statue of Liberty Ferry

FERRY:

- Staten Island Ferry to Manhattan
- Hop on and off NY Water Taxi (Battery Park or Wall Street)

PARKING:

- Several garages are available in the area

Charitable Partners:

Sports Museum of America is helping to support multiple charities and non-profit organizations including Pat LaFontaine's Companions in Courage Charity, the Jackie Robinson Foundation and our Founding Sports Partner organizations, making donations to each and encouraging our guests to visit and learn more about them.

Exhibits/Attractions:

The Sports Museum of America is a dynamic, interactive, multimedia destination featuring one-of-a-kind experiences using leading technology as well as memorabilia and iconic artifacts donated by individual athletes, private collectors and more than 50 partner halls of fame, museums and associations.

SmA offers guests the opportunity to experience more than 600 artifacts, 1,100 photos, and 20 original films within the 19 galleries representing a multitude of sports, from baseball to football, basketball to soccer, figure skating to extreme sports, and everything in between. In addition, SmA features more than 2 dozen mechanical and computer interactive exhibits bringing visitors closer than ever to their favorite sports – whether it's feeling the sensation of an incoming, 120mph slapshot from the hockey goalie's perspective, stepping on to a simulated NASCAR racetrack with cars screaming by on giant floor-to-ceiling screens on both sides of the guest, feeling the pressure of an NFL official to make the correct call on the field, or comparing the heft of the baseball bats used by Alex Rodriguez, Ken Griffey, Jr., and Ichiro Suzuki.

SmA features artifacts or memorabilia on loan from the Pro Football Hall of Fame and Naismith Memorial Basketball Hall of Fame as well as a myriad of other organizations, including the NCAA Hall of Champions, Negro Leagues Baseball Museum, USA Hockey, National Track & Field Hall of Fame, US Lacrosse, Special Olympics, World Figure Skating Museum and Hall of Fame, National Soccer Hall of Fame, US Olympic Committee, US Golf Association, US Tennis Association, International Swimming Hall of Fame and more.

The museum/attraction is the proud new home of the legendary Heisman Trophy, college football's top honor, which was first awarded in 1935. In addition to permanent display, the annual televised Heisman Trophy Presentation will be hosted at SmA beginning in 2008.

In partnership with the Women's Sports Foundation, SmA will be home to the new Billie Jean King International Women's Sports Center. The center includes the first and only hall of fame dedicated to the athletes and pioneers in women's sports, and offers interactive exhibits and educational databases highlighting female accomplishments in sports.

The Sports Museum of America also features the SmA Store, an extensive retail area with over 4,000 square feet of sports merchandise and memorabilia from the greatest brands in sports today. And with premium catering from Restaurant Associates, SmA features 8,000 square feet of dedicated special event space that, when coupled with the full museum experience, surround you with heroes, exciting achievements and the most uplifting stories in all of sports.

For more information, visit www.sportsmuseum.com.

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