



PRESS RELEASE 2

We are delighted to introduce you to the Madeira Story Centre

Madeira Story Centre provides visitors a thorough perspective of 14 million years of Madeira's history, from the geological formation of the archipelago through allowing the visitor to explore centuries of history by means of re-enactments, authentic historical objects and audiovisual and interactive displays, thus combining a fun experience with historical information, certified by experts and historians.

The displays at Madeira Story Centre are organized in a chronological sequence, with some areas summarizing centuries, whilst others focus on individual stories of emblematic figures connected to Madeira, from Henry the Navigator to Sir Winston Churchill, allowing the visitor to embark on a fascinating voyage through the following topics:

Volcanic Beginnings; Founding Legends; Discovering Madeira; Turmoil and Trade; Strategic Isle; Madeira Flourishes; After Sail; Explore Madeira.

Further to the main exhibition, Madeira Story Centre will also offer its visitors:

- A panoramic terrace showcasing local botanic features and providing unique views of the City of Funchal and surrounding hills as well as being equipped to host events of various natures;
- A café, decorated with the theme of the history of Madeira;
- A shop with exclusive items that provide visitors with an opportunity to purchase unique souvenirs of their visit to the Pearl of the Atlantic.

The Madeira Story Centre is located close to the Cable Car, in the heart of the Old Town, simplifying access to everyone, including the walking visitor.

The Madeira Story Centre is a modern structure, similar to thematic centers offered in major cities of the world, conceived and designed by Haley Sharpe Design and The Petersham Group, world leaders in this area.

This new attraction will open to public on May 2005.

We thank you in advance for your collaboration, and invite you to visit us at www.storycentre.com or to contact us to set up a visit to the site.

With compliments,
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