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The Salem Witch Museum Offers Free Admission for Residents

Salem, Mass. – To make itself more accessible to the local community, the Salem Witch Museum has offered free admission to Salem residents for the past several years. With the museum's recent exterior conservation and planned redesign of its web site, administrators are hoping that more Salem residents will be drawn to its doors.

"We believe that the community is as interested in understanding the story of the Salem witch trials as we are in presenting it," said Museum Director Tina Jordan. "The museum has always valued its role in preserving and promoting Salem's historic landscape."

Community outreach is a major component of the museum's mission. Pre-visit educational programs and materials about the Salem witch trials of 1692 are available to local school groups as well as to the travel and tour market. Incorporating a free admission policy for Salem residents has been an integral part of these overall outreach efforts and solidified the museum as a key player in Salem's travel and tourism industry.

"Every Salem resident is an ambassador for our city," said Jordan. "What better way to encourage this than to provide residents free admission to Salem's major attractions?"

Standard admission to the Salem Witch Museum is \$8.50 for adults; \$7.00 for senior citizens; \$5.50 for children 6-14. Admission fees are waived for all Salem residents with proof of residency upon ticket purchase.

Hours of operation are 10a.m. – 5 p.m. daily, with extended hours in July and August as well as October.

Closed Thanksgiving, Christmas and New Year's Day.

The Salem Witch Museum has told the story of the victims of the Salem witch trials of 1692 since the museum's founding in 1972. It is dedicated to bringing the larger issue of persecution and 'scapegoating' of all innocents to light through its exhibit "Witches: Evolving Perceptions" as well as through its educational outreach programs. Prominently located opposite the Salem Common, the museum prides itself on being a major attraction on Boston's historic North Shore.

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