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Young Pirates To Take Over Bata Shoe Museum for March Break 2007 *-Drop-in activities allow family members to explore their inner swashbuckler-*

TORONTO, ON, December 11, 2006 – The Bata Shoe Museum looks forward to welcoming would-be pirates for March Break 2007, with treasure-seeking, plunder-decorating and dressing up in pirate costume! Between 11 and 4 pm, from Monday March 12 to Friday March 16, families with children aged 2 to 12 can drop in and shiver their timbers with pirate fun!

Activities include:

- decorating pirate boot cookies, buried treasure clogs, and treasure chest mini-shoeboxes
- trying on shoes, pirate boots, and pirate and wench costumes
- temporarily tattooing one's muscular pirate arms at the pirate tattoo station
- leaving one's X-mark and pirate pictures on the mural *These boots were made for walking the plank*
- relaxing in the Pirate Story Nook and getting caught up on all the news under the Black Flag
- hunting for treasure in the galleries and trying for the prize!

Younger children (2-5) will enjoy playing in the Pirate Ship Playroom.

The Museum is also displaying **Johnny Depp's pirate boots** from March 12 to April 1. Worn by Depp in his role as the roguish and flamboyant Captain Jack Sparrow in the popular movie series *Pirates of the Caribbean*, these boots were made for looting and more. They have hijacked ships, fought duels, cooled their heels in the slammer, sneaked cursed Aztec coins, hidden on a cannibal island, and of course escaped execution at the last possible minute.

| more |

Sheila Knox, Education Manager at the Bata Shoe Museum, said, "Our newest exhibition, *Chronicles of Riches: Treasures from the Bata Shoe Museum* inspired us to have some fun this March Break with a pirate theme. We thought of buried treasure, treasure maps, and treasure chests and, of course, pirate boots and other pirate garb. The entire museum will be devoted to all things pirate, and will culminate with - what else - a treasure hunt in the *Treasures* exhibition."

Over 1500 children, plus their parents, are expected to take part in the Museum's March Break activities. Kids, some of whom come back year after year, appreciate the friendly volunteers and always end up with lots of neat things to take home. Parents benefit from no line-ups and a program which is easy to deal with and good value for money.

Special admission pricing is in effect during March Break week: \$6 per child; \$6 per adult accompanying a child participating in the March Break Program; \$5 per child in daycare or daycamp groups of over 10 people; attendants to the disabled are free. Parents accompany their children at all times. Free or discount passes of any kind, reciprocal admissions, and the Museum's regular Family admission prices are not in effect this week.

Pirate March Break at the Bata Shoe Museum

Monday March 12 to Friday March 16, 11 am-4 pm

327 Bloor Street West at St. George

Drop-in, \$6 per person

Daycare/day camp groups must pre-register by calling 416.979.7799 x228. Group rate: \$5 per child.

For more information: 416.979.7799 x228

About the Bata Shoe Museum

The Bata Shoe Museum is a centre of knowledge about the role of footwear in the social and cultural life of humanity. The Museum's growing international collection of over 12,000 objects touches on 4,500 years of history. A varied program of events and exhibitions lets visitors discover the stories behind footwear from many lands and cultures. The Bata Shoe Museum is located in downtown Toronto at the southwest corner of Bloor and St. George Streets. Further information is available at www.batashoemuseum.ca.