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One Million Visitors! ~ Bata Shoe Museum Celebrates Milestone ~

TORONTO, ON, September 24, 2008 – The Bata Shoe Museum is pleased to announce that it welcomed its **one millionth visitor** on Monday, September 22, 2008 at 3:00 pm. Ernie and Winsome Nunn from East Burwood, Victoria, Australia were greeted personally by Mrs. Sonja Bata, Founding Chairman, along with Museum Director, Emanuele Lepri and Curator, Elizabeth Semmelhack.

"We are extremely excited to be reaching this wonderful milestone", commented Sonja Bata and Emanuele Lepri. "This success speaks volumes of the Bata Shoe Museum's contribution to Toronto and internationally".

Mr. Nunn, a retired chemistry professor and his wife are currently on a trip around the world from their home in Australia. They were completely surprised to be recognized as such special guests of the Museum and considered their visit to be one of the highlights of their journey. In addition to a life-long family membership to the Bata Shoe Museum they also received a large gift basket, including vouchers for new shoes and an exclusive behind the scenes tour of the Museum and its storage areas. For more information on this exciting milestone, please visit the Bata Shoe Museum's website at www.batashoemuseum.ca.

The Bata Shoe Museum opened its doors at 327 Bloor Street West in downtown Toronto on May 6, 1995 and currently welcomes approximately 100,000 visitors each year. Dedicated to uncovering the role of footwear in the social and cultural life of humanity, the Museum's growing international collection of over 13,000 objects touches on 4,500 years of history.