

# CHATEAU

EST. 1927

**FOR IMMEDIATE RELEASE**

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## **CHATEAU TO REOPEN SATURDAY, NOVEMBER 23 WITH RIBBON CUTTING CEREMONY**

*Community is Invited to Help Celebrate This Momentous Occasion*

**ROCHESTER, MN – November 14, 2019** - - The highly anticipated reopening of the historic Chateau Theatre will take place on Saturday, November 23 marking the first time the historic building will be open to the public since Barnes and Noble closed in 2014.

Under the management of Exhibits Development Group (EDG), the newly renovated Chateau will re-launch with *The Magical History Tour: A Beatles Memorabilia Exhibition*. For its Minnesota debut, this exhibit will take visitors on a journey through the eyes of John, Paul, George and Ringo, offering guests the opportunity to retrace the steps of the Beatles with one of the most comprehensive private collections ever assembled. *The Magical History Tour* has toured around the country to national acclaim.

“We can’t wait to introduce the Rochester community to the all-new Chateau experience and share this incredible exhibition,” said Amy Noble Seitz, CEO of EDG. “We look forward to delivering on our promise of bringing exceptional, one-of-a-kind arts and culture to Minnesota. I am very proud of the work that has gone into this reopening and I couldn’t be more thrilled to invite the community to join us.”

The community is invited to a ribbon cutting ceremony on Saturday, November 23 at 9:30 a.m. Mayor Kim Norton, Patrick Seeb of Destination Medical Center, and Amy Noble Seitz of EDG will be present to mark the occasion.

Erin Sexton, Director of Enterprise Community Engagement for Mayo Clinic, will present a silver shovel to Chateau in tribute to Dr. Charles H. Mayo’s participation in the original groundbreaking for Chateau on April 1, 1927.

Following the ceremony, Chateau will be open to the community. The first 100 people to purchase an exhibition ticket or Chateau membership will receive a commemorative poster.

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Additional festivities will include musical performances, complimentary coffee and hot cider, a Beatles photo opportunity and interactive activities.

*The Magical History Tour: A Beatles Memorabilia Exhibition* general admission for adults is \$15; admission for seniors, military, and college students is \$13; and children ages 6-18 is \$8.

Chateau memberships range from \$30-\$100 annually. Members receive savings on exhibition tickets and other exclusive benefits including access to a Members Only Preview event on Friday, November 22 from 4-8 p.m. Memberships are available for purchase at [www.chateaurochester.com/membership](http://www.chateaurochester.com/membership).

Visit [www.chateaurochester.com](http://www.chateaurochester.com) for more information. Download high resolution images and *The Magical History Tour: A Beatles Memorabilia Exhibition* press kit [here](#).

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*The Magical History Tour: A Beatles Memorabilia Exhibition* is not endorsed by, sponsored by, associated with, or otherwise affiliated with The Beatles, Apple Corps Ltd., or any member of The Beatles or their representatives.

The exhibition is a collaboration between Exhibits Development Group, exhibition producer, manager, and distributor; and PMA Collective, co-producer and memorabilia collection owners. The culmination of the world-class talent brought to the table by each party ensures that this is an undertaking of the highest quality, from the memorabilia to design to production.

**About Exhibits Development Group (EDG):**

The Exhibitionists are dedicated to the development, production, marketing, and distribution of traveling museum exhibitions and cultural projects. EDG serves as a partner to museums, foundations, collection owners and other exhibition organizers, in the U.S. and abroad in the care and stewardship of their exhibitions and collections. EDG's mission is to initiate and promote international cultural and intellectual exchange by bringing high-quality traveling exhibitions of art, science, and history to broad and diverse audiences.

**About Peter Miniaci and Associates:**

PMAC has made its company successful based on the cornerstone of honesty and integrity in management of its collections and partnerships. With a combined experience of over 60 years as collectors of Beatles memorabilia, its collections and connections make them leaders in the world of Beatles knowledge. PMCA is proud of their role of showcasing the legacy and phenomenon that is the Fab-Four.