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BATTLESHIP MISSOURI MEMORIAL PROVIDES CUSTOM ONLINE SERVICES AND TOURS FOR CHINESE GUESTS

HONOLULU, HI – (April 24, 2017) – The USS *Missouri* provides an enhanced interactive experience to Chinese visitors by offering escorted tours, online services, and social media access in Mandarin. The Mighty Mo recently hosted nearly 4,000 visitors from China, Taiwan, Hong Kong and Macau who took advantage of the ship's Mandarin language offerings during their tour of the famed battleship.

“Providing accessible and engaging educational opportunities to our valued guests is a top priority for us,” said Mike Carr, President, and CEO of the Battleship Missouri Memorial. “Our foreign language offerings and online services help address language barriers so our visitors can have the most impactful experience during their visit to the USS *Missouri* and leave with a true understanding of her story and legacy.”

Located just a short distance from Honolulu International Airport and Waikiki, the Mighty Mo is a must-visit attraction on any vacation to Oahu. The retired battleship is a living museum featuring over 75 years of history starting from World War II, the Korean War, to the Liberation of Kuwait.

Tours in Mandarin are available on site to all of our Chinese guests. They may also connect with the USS *Missouri* through these online channels:

- **Weibo:** Visitors can access photos, videos, facts, and communicate with Program Directors aboard the Mighty Mo through one of China's most popular social media sites.
- **Sina:** Know before you go - explore in-depth historical information, events, and media about the USS *Missouri* through this blog before visiting the ship.
- **WeChat:** Find the Mighty Mo on WeChat at USS_Missouri. Access push feeds to subscribers, and chat with Battleship Missouri Memorial personnel to get instant answers about available services and updated information.
- **Facebook:** Find the Mighty Mo on this Mandarin translated page to learn historical information through the page's News Feed, interact online with other visitors, and share experiences aboard.

Chinese guests are also encouraged to visit www.ussmissouri.org/cn to learn about special promotions, purchase tickets, and to reserve Mandarin language tours.

General admission tickets are \$27 per adult and \$13 per child (4-12). School group pricing is available. For reservations, please call the Battleship *Missouri* at (808) 454-1434 or visit USSMissouri.org. For all groups, please contact reservations at least 48 hours in advance for confirmation.

Battleship Missouri Memorial

Since opening in January 1999, the Battleship Missouri Memorial has attracted more than 7-million visitors from around the world with a fascinating tour experience showcasing the USS *Missouri's* unique place in history. Located a mere ship's length from the USS Arizona Memorial, the Mighty Mo completes

a historical visitor experience that begins with the “day of infamy” and sinking of the USS *Arizona* in Pearl Harbor on December 7, 1941, and ends with Japan’s formal surrender aboard the USS *Missouri* in Tokyo Bay on September 2, 1945.

The USS *Missouri* had an astounding career over five decades and three wars – World War II, the Korean War, and Desert Storm – after which it was decommissioned and donated to the USS Missouri Memorial Association, Inc., a 501(c)(3) non-profit organization. The Association operates the Battleship Missouri Memorial as a historic attraction and oversees her care and preservation with the support of visitors, memberships, grants, and donations.

The Battleship Missouri Memorial is open daily from 8:00 a.m. to 4:00 p.m. General admission, which includes choice of an optional tour, is \$27 per adult and \$13 per child (4-12). Military, kama’aina (local resident) and school group pricing is available. For information or reservations, call (toll-free) 1-877-644-4896 or visit USSMissouri.org.

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