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International Spy Museum Celebrates 10th Anniversary on 19 July 2012

Celebrate a decade of success with Georgetown Cupcakes

Washington, DC – 16 July 2012 – Since its opening in July 2002, the International Spy Museum has helped to shape the face of a vibrant new downtown DC. On 19 July 2012, the Museum will celebrate its 10 year anniversary in partnership with *Georgetown Cupcakes*. Spy-themed cupcakes and balloons will be distributed throughout the day to ticketed guests.

The International Spy Museum has seen over 6 million guests walk through its doors to date, exceeding initial projections of just 500,000 guests annually. Museum officials view this as a great success in a town where competition is fierce with over 100 museums in the greater DC metropolitan area, most offering free admission. Its engaging interactive exhibits, the rich atmosphere provided by state-of-the-art immersive environments and the compelling personal stories of real spies have made the International Spy Museum a must-see destination.

“Public interest in espionage, spies, and intelligence is at an all-time high. The news and social media headline the latest stories, escapades, and even leaks about these often hidden practices,” said Peter Earnest, Founding Executive Director of the Spy Museum. “Some ten years ago, witnessing the growing terrorist threat following the end of the Cold War, our founders envisioned creating a museum that would enable the public to pierce the veil of secrecy surrounding spying and look firsthand at its methods and practitioners worldwide. Tragically, just months before the International Spy Museum’s opening, the events of 9/11 would stimulate the public to want to learn even more about spying and intelligence. Over six million visitors have done just that and we look forward to continuing our mission for many more years.”

The International Spy Museum continues to provide an exceptional guest experience with OPERATION SPY™. This groundbreaking spy adventure takes the interactive concept to the next level by combining the most innovative features of exhibits, movies, computer games, theatrical shows, and rides into one electrifying experience. The Museum's commitment to providing visitors with a unique experience has reached beyond the Museum walls as well. Armed with a GPS-interactive device, SPY IN THE CITY™ sends guests on a high stakes operation out in the SPY Museum neighborhood. This highly suspenseful adventure style mission offers participants the opportunity to test their spy skills as they explore DC's neighborhoods.

The Museum is committed to expanding opportunities for guests and furthering its mission to educate the public about espionage in an engaging way. Museum officials look forward to providing the public with a chance to go deep inside the shadowy world of espionage for another ten years to come.

WHAT: 10 YEARS OF SPY- COMPLIMENTARY CUPCAKES AND BALLOONS

**WHEN: THURSDAY, 19 JULY
9AM-7PM**

**WHERE: INTERNATIONAL SPY MUSEUM:
800 F STREET, NW WASHINGTON, DC GALLERY
PLACE/CHINATOWN METRORAIL STATION**

The International Spy Museum

The International Spy Museum, the world's only public institution dedicated to the world history of espionage, features the largest permanent collection of spy-related artifacts on public display. Through interactive exhibits, film and hands-on components, the Museum traces the evolution of espionage through the stories of individual men and women who practiced the profession, providing context for guests to interpret the role intelligence plays in current events.

The International Spy Museum is located at 800 F Street, NW in Washington, DC. For information on hours of operation and exhibit features, visit www.spymuseum.org or phone 202.EYE.SPY.U (202.393.7798). Advance tickets are recommended and are available through Ticketmaster at 800.551.SEAT, online at www.ticketmaster.com and at all Ticketmaster locations.