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**ATLANTA BECOMES "TUTLANTA" AS TICKETS GO ON SALE TODAY FOR  
"TUTANKHAMUN: THE GOLDEN KING AND THE GREAT PHAROHS"  
*Preparations for Citywide Celebration of Egyptian Culture are in Full Swing***

ATLANTA (September 9, 2008) — “Tutlanta” launched today as tickets became available for “Tutankhamun: The Golden King and the Great Pharaohs,” a new exhibition featuring more than 130 treasures from the tomb of celebrated pharaoh King Tutankhamun and other ancient Egyptian sites. The exhibition will premiere at the Atlanta Civic Center from November 15, 2008, to May 25, 2009, and is presented by the Michael C. Carlos Museum of Emory University.

To kick off fall’s golden celebration, exhibition organizers announced a slate of Egyptian-themed activities and initiatives that will launch in conjunction with the exhibition. The “Egyptomania in Atlanta Bus Tour” will transport visitors on a chartered coach to explore Egyptian revival art and architecture in Atlanta with the Michael C. Carlos Museum’s curator of Egyptian art, Dr. Peter Lacovara, as their guide. “TUT Trivia!” will incorporate King Tut-themed questions into trivia nights at select Atlanta locations. In January 2009, the Atlanta Opera and Emory University's Flora Glenn Candler concert series will present Philip Glass’ opera "Akhnaten," which explores the great pharaoh's reign just before that of Tutankhamun.

Additionally, more than 75 businesses throughout the city will participate in a “Tutlanta” affinity card that all King Tut ticket-buyers will receive, entitling them to \$250 worth of Egyptian-themed offerings and discounts at participating locations. From restaurants to health and beauty treatments to petcare, “Tutlanta” partner offers include “TROIS visits Egypt,” a five-plate Egyptian-influenced menu at Trois for \$25; “Pharaoh’s Steam Bath,” a custom treatment at the Atlanta Dog Spa; and “Pharaoh’s Fire and Ice Facial” at Julio Cesar’s Salon and Spa. A full listing of offers is available at [www.tutlanta.com](http://www.tutlanta.com).

Commissioner Dianne Harnell Cohen unveiled the official “Tutlanta” logo, which was created by a local Atlantan and will be featured on select exhibition merchandise and used regionally to promote the citywide celebration.

“Tutankhamun's magic still captures the hearts of people all over the world, even though more than 85 years have passed since the discovery of his amazing tomb,” said Zahi Hawass, secretary general of Egypt's Supreme Council of Antiquities. “America has welcomed the golden king, and now he returns, bringing with him all the great pharaohs of Egypt.”

Proceeds from the tour will go toward antiquities preservation and conservation efforts in Egypt, including the construction of a new grand museum in Cairo. Tickets and information are available at [www.kingtut.org](http://www.kingtut.org) or [www.carlos.emory.edu](http://www.carlos.emory.edu).

The Michael C. Carlos Museum has developed educational materials in conjunction with the exhibition for elementary, middle and high school audiences. These supplemental materials will be available for download for free and will highlight topics such as childhood in ancient Egypt and how the journey to the afterlife was believed to occur.

“We are dedicated to the educational and inspirational value of exhibitions here in Atlanta,” said Bonnie Speed, director of the Michael C. Carlos Museum. “The Tutankhamun exhibition presents a landmark opportunity to experience the richness of ancient Egypt’s art and culture and to understand its global influence. We believe this exhibition, along with the educational materials and vibrant Egyptian-themed, citywide events we have developed, will offer our community a variety of ways to access Egypt’s magical past.”

The exhibition is organized by National Geographic, Arts and Exhibitions International and AEG Exhibitions, with cooperation from the Egyptian Supreme Council of Antiquities. Northern Trust is the presenting sponsor of the tour, and American Airlines is the official airline.

“Tutankhamun: The Golden King and the Great Pharaohs” is the second National Geographic exhibition dedicated to the remarkable treasures of King Tutankhamun and ancient Egyptian royalty. The first exhibition, “Tutankhamun and the Golden Age of the Pharaohs,” was visited by nearly 4 million people during its four-city U.S. tour from 2005 to 2007, and will begin a three-city encore tour in Dallas later this year.

“‘Tutlanta’ was born from the excitement seen throughout the city since announcing the exhibition would make its U.S. premiere in Atlanta,” said John Norman, president of Arts and Exhibitions International. “Residents and visitors to the Atlanta area are lucky to have so many opportunities to experience offerings in conjunction with the exhibition that will enhance their knowledge about this important period in world history.”

Also today, Northern Trust, presenting sponsor of the exhibition, donated exhibition tickets to a first-grade class from Morningside Elementary School. Nearly 230 students from the Atlanta public school will be among the first to experience the exhibition.

“For nearly 120 years, Northern Trust has strived to increase social interaction and a sense of community, and integrate the arts into education and other outreach activities,” said Frederick H. Waddell, president and chief executive officer of Northern Trust Corporation. “We look forward to sharing this extraordinary event with the Atlanta community, as well as visitors from around the world.”

Exhibition organizers anticipate the exhibition will be a strong attraction for visitors throughout the region.

"American Airlines is thrilled to have a role in bringing 'Tutankhamun: The Golden King and the Great Pharaohs' to its Atlanta premiere," said Dan Garton, executive vice president of marketing for American Airlines. "As the official airline of the exhibition, we are pleased that American Airlines is helping to make it possible for these extraordinary objects to be seen by thousands of visitors."

### **ABOUT THE EXHIBITION**

Premiering November 15, 2008, to May 22, 2009, at the Boisfeuillet Jones Atlanta Civic Center, “Tutankhamun: The Golden King and the Great Pharaohs” will feature striking objects from some of the most important rulers throughout 2,000 years of ancient Egyptian history, from the 4th Dynasty into the Late Period (about 2600 B.C. – 660 B.C.). Derived from a variety of contexts, including temples and royal and private tombs, many of these artifacts have never before visited the United States.

Tutankhamun was one of the last kings of Egypt’s 18th Dynasty and ruled during a crucial, turmoil-filled period of Egyptian history. The boy king died under mysterious circumstances around age 18 or 19, in the ninth year of his reign (1323 B.C.).

The exhibition will highlight more than 50 treasures from Tutankhamun’s tomb and more than 70 artifacts representing other pharaohs and notables, along with the latest scientific research about King Tut. The storyline will focus on the splendor of the Egyptian pharaohs, their function in the earthly and divine worlds, and what kingship meant to the Egyptian people.

Four galleries devoted to King Tut will correspond to the four rooms of his nearly intact tomb, where the treasures were discovered by British explorer Howard Carter in 1922. Legendary artifacts from the antechamber, the annex, the treasury and the burial chamber will include Tutankhamun’s golden sandals, jewelry, furniture, weaponry and statuary.

### **TICKET INFORMATION**

Tickets to the exhibition at the Atlanta Civic Center can be purchased at [www.Ticketmaster.com](http://www.Ticketmaster.com). Group tickets for 10 or more are available by calling 1-866-52GROUP or visiting [www.kingtut.org](http://www.kingtut.org). For additional information about tickets and pricing, please call 1-877-TUT-TKTS or visit [www.Ticketmaster.com](http://www.Ticketmaster.com) or [www.kingtut.org](http://www.kingtut.org).

Hotel packages, including VIP tickets for anytime access that are not available to the general public, are being offered at Atlanta-area Marriott hotels, including Atlanta Marriott Marquis, Atlanta Marriott Suites Midtown, Renaissance Atlanta Hotel Downtown, Courtyard Atlanta Midtown/Georgia Tech, Residence Inn Atlanta Midtown/17th Street, Residence Inn Atlanta Midtown/Historic, Residence Inn Atlanta Downtown, JW Marriott Hotel Buckhead Atlanta, Springhill Suites Atlanta Buckhead, Atlanta Marriott Century Center, Residence Inn Atlanta Buckhead, Residence Inn Atlanta Buckhead/Lenox Park, Atlanta Marriott Perimeter Center, Atlanta Marriott Downtown and Courtyard Atlanta Executive Park/Emory. More information is available at [www.kingtuthotels.com](http://www.kingtuthotels.com).

### **ABOUT THE MICHAEL C. CARLOS MUSEUM OF EMORY UNIVERSITY**

The Michael C. Carlos Museum, founded in 1919, has long been dedicated to collecting, preserving, exhibiting, and interpreting art and artifacts from antiquity to the present. Some 16,000 artifacts from ancient Egypt, the Near East, Greece, Rome, the Americas, Asia, and sub-Saharan Africa, as well as works on paper from the Renaissance to the present day, provide visitors with a glimpse into the art and history of world cultures. The museum aims to provide unique opportunities for education and enrichment in the community, and to promote interdisciplinary teaching and research at Emory University. The Carlos Museum’s educational programming—with an active schedule of lectures, symposia, workshops, performances, and summer camps—benefits all who interact with the museum community. Annual participation from 100,000 visitors, 30,000 children, and almost 1 million internet users of *Odyssey Online*, Carlos Museum’s interactive Web site accessed by English-speaking classrooms around the world, reveals the Museum’s commitment to making art and artifacts relevant and accessible to all. In addition to conducting scientific analysis and treatment of museum collections, the Carlos Conservation Laboratory also offers teaching and training opportunities for students interested in pursuing careers in art, conservation, preservation, and science. Located at the heart of Emory University’s Atlanta campus, the Carlos Museum serves as the South’s premier museum of ancient art.