

## Special Instructions for Press at Vesterheim

At Vesterheim Norwegian-American Museum, press will have several major photo opportunities and an unparalleled chance for a q & a with the Royal Couple during a brief Press Conference moderated by Sven Gjeruldsen, Assistant Head of Communications, the Royal Palace. In addition, there will be colorful entertainment and food on the streets outside the museum, making the Royal Visit a festive public event.

Photo ops include:

- the arrival and presentation of flowers outside the museum's Main Building.
- the dedication of the Asbjørnsen Gallery and presentation of the gift from Vesterheim, inside the museum's Main Building
- the press conference in Vesterheim's Open Air Division.

There will be a press staging area in the museum's Bruening Visitor Center on the northwest corner of Water and Mechanic Streets open from 9:30 a.m. and 5:30 p.m. Access to high-speed internet will be provided for uploading stories and light refreshments will be provided.

For more information, clarification, or assistance, contact Charlie Langton at [clangton@vesterheim.org](mailto:clangton@vesterheim.org), 563-382-9681.

Press must be in place inside the museum's Main Building by 3:00 if they wish to cover the Asbjørnsen Gallery dedication and presentation of the gift from the museum. **No press will be permitted to enter the museum after this time, and press will not be allowed to follow the Royal Couple into the museum. No flash photography is allowed in the museum.** If press wish to cover both the arrival of the Royal Couple and the presentation of flowers on the street and the activities inside the museum as well, they should have a second photographer or use photographs supplied by the museum on the Royal Visit flicker site at

<http://www.flickr.com/photos/55249940@N08/sets/72157627633661813/>.

**Important: Electrical outlets, etc, are limited inside the museum's Main Building. Television crews should contact Charlie Langton about any special needs by October 11.**