



FOR IMMEDIATE RELEASE

BATA SHOE MUSEUM TO REOPEN JULY 15

Welcome back to exploring the world at your feet in Toronto's favourite shoebox!

July 8, 2020 (TORONTO): The Bata Shoe Museum is very excited to announce plans to reopen to the public on Wednesday, July 15. Following health and safety protocols provided by the City of Toronto, the BSM staff has been working hard to implement new procedures and cannot wait to once again share fascinating stories of footwear history with the community.

Visitors are encouraged to purchase advance tickets online beginning today in anticipation of the July 15 reopening date by visiting our [website](#). To assist with social distancing and flow through our spaces, tickets will be limited according to modified capacity numbers. As well, visitors entering the BSM will be required to wear face masks. As health and safety of our visitors and staff is our top priority, we have implemented additional protocols, including increased cleaning procedures, hand sanitizing stations throughout the building, social distancing and health and safety signage and modified elevator/shop protocols.

As we begin to welcome visitors back, an adjusted opening schedule will be in place during the first few weeks of reopening: Wednesdays to Saturdays from 10 am – 5 pm and Sundays from 12 pm – 5 pm; closed Mondays and Tuesdays. This temporary schedule will be revisited weekly and revised as things get back to a new normal. The museum shop will also reopen with same hours and social distancing protocols will be in place.

“We are so excited to be reopening the museum,” says Elizabeth Semmelhack, Creative Director and Senior Curator. “We cannot wait to welcome visitors back to the museum to see our collection, engage with our exhibitions and to help us celebrate our 25th anniversary year.”

The museum's closure has also required a revision to our exhibition schedule. Visitors in July will have the opportunity to see the following exhibitions: *The Gold Standard: Glittering Footwear from Around the Globe*,

Art & Innovation: Traditional Arctic Footwear from the Bata Shoe Museum Collection, All About Shoes: Footwear Through the Ages and Behind the Scenes: A Glimpse into Artefact Storage. In August we will open our new exhibition, *The Great Divide: Footwear and the Age of Enlightenment.* Looking further ahead, opening May 2021 – *Exhibit A: Investigating Crime & Footwear* and opening November 2021 – *Vivienne Westwood: A Retrospective.*

When planning a visit, visitors are encouraged to review our reopening guidelines and FAQ section for our latest information. For those who may feel uncomfortable visiting us at this time, we will continue to provide engaging new #BSMFromHome online content across our platforms, on our website and in our weekly e-newsletters. Visit our [website](#), follow us on [Twitter](#), [Facebook](#) and [Instagram](#).

We look forward to seeing everyone soon!

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ABOUT THE BATA SHOE MUSEUM

With an International collection of over 14,000 shoes and related artefacts, the Bata Shoe Museum celebrates 4,500 years of footwear history in four distinctive rotating galleries. Through the creation of its innovative exhibitions, the BSM strives to enlighten and entertain visitors of all ages. *For every shoe there's a story. Discover thousands at the Bata Shoe Museum.* Further information is available at www.batashoemuseum.ca or @batashoemuseum.

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