



FOR IMMEDIATE RELEASE

## **'MIGHTY MO' SAYS *HUAN YING* (欢迎 WELCOME) TO CHINESE VISITORS**

### ***New Specialized Communication Tools Introduced for Chinese-Language Speaking Guests***

**Pearl Harbor, HI – (September 19, 2013)** – The USS Missouri Memorial Association announces the introduction of three new specialized communication tools for use by Chinese-speaking visitors.

Chinese visitors to the Battleship Missouri Memorial nearly tripled from 2011 to 2012, and that the upward trend is continuing in 2013 fueled by the increased numbers of visitors and direct flights coming from cities in China and Taiwan.

“With China being one of our fastest-growing tourism markets, we wanted to offer Chinese-speaking visitors easily access to information about the USS *Missouri* and its history, and more importantly, provide them with the tools to communicate with us,” said Michael A. Carr, President and COO of the Battleship Missouri Memorial. “Our objective is to bridge the language barrier as much as possible to enhance the visitor experience offered by the Battleship Missouri Memorial.”

Working with travel agents and special event coordinators, the *Missouri's* Chinese Programs department developed the following three social and new media outlets to help Chinese speaking visitors learn about all that the Mighty Mo has to offer.

- A Chinese-language informational website enables guests to learn about specials and make reservations online at [www.missouri63-chinese.org](http://www.missouri63-chinese.org).
- A Chinese-language Facebook page allows guests to engage and interact online with other guests to the Battleship Missouri Memorial and share their experiences. Guests can read visitors' experiences and also learn historical information about the USS *Missouri* by scrolling through the page's newsfeed at <https://www.facebook.com/USSMissouriMemorial>.
- The Mighty Mo is offering guests a microblogging experience through a Chinese weibo service. Program directors aboard the ship can easily reach out to a sizeable Chinese-language base by posting short clips of information and images. Guests of the battleship can easily interact through this microblogging channel by visiting <http://e.weibo.com/missouri63>.

The most famous battleship in American history, the 'Mighty Mo' is also significant in China's history, as General Hsu Yung-Chang signed the Instrument of Surrender on behalf of China on board the USS *Missouri* on September 2, 1945, bringing an end to World War II. The signing made China the third country to officially acknowledge the end of the war.

In 2012, Universal Pictures' sci-fi war movie *Battleship*, which was filmed on board the USS *Missouri*, debuted worldwide and topped box offices in China. Since then, Chinese visitors have been anxious to see the ship in person and visit the site where the thriller was filmed.

### **Hours/Rates**

The Battleship Missouri Memorial is open daily from 8:00 a.m. to 4:00 p.m. (8:00 a.m. to 5:00 p.m. during summer months). General admission, which includes choice of an optional tour, is \$22 per adult and \$11 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](http://USSMissouri.org).

*The Battleship Missouri Memorial, located a mere ship's length from the USS Arizona Memorial, completes a historical visitor experience that begins with the "day of infamy" and the sinking of the USS Arizona in Pearl Harbor and ends with Imperial Japan's unconditional surrender aboard the USS Missouri in Tokyo Bay.*

*Following an astounding career that spans five decades and three wars, from World War II to the Korean conflict to the Liberation of Kuwait, the "Mighty Mo" was decommissioned and donated to the USS Missouri Memorial Association, Inc., a 501(c)(3) non-profit organization, which operates the battleship as a historic attraction and memorial.*

*The Association oversees her care and preservation with the support of visitors, memberships, grants and the generosity of donors.*

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