

**FOR IMMEDIATE RELEASE**

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**LIFE. DEATH. AFTERLIFE.  
EXPLORE ANCIENT EGYPTIAN CULTURE WITH WEDU  
AT SEASON-OPENING EVENT**

**Tampa, FL** – Belief in the afterlife, and that death was an enemy that could be vanquished, was fundamental to the ancient Egyptians and WEDU offers a glimpse into one of history's most fascinating civilizations at the PBS station's season-opening event – a reception and viewing of *To Live Forever: Egyptian Treasures from the Brooklyn Museum* on Thursday, October 30 from 6-8 p.m. at the John and Mable Ringling Museum of Art in Sarasota.

Supporters of WEDU will have a once-in-a-lifetime opportunity to enjoy a private viewing of this exhibit featuring more than 100 pieces from the Brooklyn Museum of Art's world-renowned Egyptian art collection. In addition, guests at the reception will enjoy cocktails, hors d'oeuvres and ambient entertainment as they experience the prized artifacts of *To Live Forever*. Mummies, coffins, stone sculptures, gold jewelry, precious amulets, sacred vessels and other treasures associated with the Egyptian quest for life after death will be prominently on display.

This is the first time the Ringling Museum has allowed WEDU supporters private access to one of its collections and a guest pass for a return visit to this historic art museum, circus museum, Cà d' Zan Mansion and beautiful grounds with a ticket purchase. This exclusive opportunity qualifies the event to be included in the station's *Platinum Series* – a special sanction representing rare experiences available to WEDU supporters. Tickets for this special WEDU fundraising event begin at \$65 per person, or \$120 per couple; for \$75 per person or \$140 per couple, guests will receive a copy of the WEDU Emmy Nominated 30-minute documentary, *"The Life and Times of John and Mable Ringling."*

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Special group rates are also available for parties of 16 or more, and complimentary valet parking is included with each ticket purchase. To make reservations, or for more information about this exclusive WEDU event, visit [wedu.org](http://wedu.org) or call 813.254.9338 ext. 2241. The John and Mable Ringling Museum of Art is located at 5401 Bay Shore Road, Sarasota. This WEDU *Platinum Series* event is sponsored in part by The John and Mable Ringling Museum of Art; Wilde Lexus; Northern Trust; Brookdale Senior Living – Freedom Plaza and Freedom Village, and Mattison’s.

For more information about WEDU programming, special events, outreach efforts and community partnerships visit [www.wedu.org](http://www.wedu.org) or call 813.254.9338. Celebrating 50 years of broadcast service excellence as west central Florida’s primary PBS station, WEDU is a 501(c)(3) organization serving 16 counties including the Tampa, St. Petersburg, Pasco, Polk and Sarasota areas through multiple media disciplines now including on-air broadcasting and online experiences. WEDU, recently awarded its third consecutive four-star rating by Charity Navigator, is financially supported by its local community, and provides the highest quality education, information, and entertainment programming on local, national, and international levels.