



National Canal Museum

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The Express-Times and lehighvalleylive.com to sponsor National Canal Museum

The Express-Times and lehighvalleylive.com are a proud sponsor of the National Canal Museum. In 2009, over 300,000 visitors are expected to visit Two Rivers Landing, home of the National Canal Museum and The Crayola Factory.

Publisher Martin Till said, “*The Express-Times* and lehighvalleylive.com are happy to support the National Canal Museum. We want to encourage citizens throughout the region to take advantage of this wonderful opportunity to be inspired and enriched by America's canal heritage, and to experience the wonder and sharing offered by the family and education programs at the museum.”

A partnership of the National Canal Museum, Crayola and the City of Easton, Two Rivers Landing will welcome its 4 millionth visitor this year. Museum Executive Director Tom Stoneback said, “Two Rivers Landing has changed the landscape of downtown Easton. It's a place where families want to go to spend time. Support from *The Express-Times* and lehighvalleylive.com contribute to the well-being of our community.” The economic impact of Two Rivers Landing is \$11 million per year as calculated by the City of Easton and the Lehigh Valley Convention and Visitors Bureau.

The National Canal Museum has been accredited by the American Association of Museums since 1992 and is an official affiliate of the Smithsonian Institution.

The Express-Times and lehighvalleylive.com are the region's choice for local and national news, sports, arts and entertainment with distribution of 50,000 copies every day. *The Express-Times* has been part of the community since 1855.