

# Museum of the Moon at Blackburn Cathedral

**40,000**  
Total Guests

## Coverage

**3**   
Live Regional  
TV Reports

**27,250**   
Social Media  
Mentions


**20+**   
Moon Articles  
in Print Media

**2**   
BBC Radio  
Features

## Engagement

  
Cathedral  
Content Reached  
**500,000+**  
Facebook Users

**8**   
Sold Out  
Flagship  
Events

Moon Content  
Viewed by  
**45,000**   
Instagram Users

**38%**   
Increase in  
Social Media  
Followers

**7,500+**   
Daily Schedule  
Webpage Visits

**9,311**   
People  
Attended  
Ticketed Events

## Visitors

Average of  
**1,500**  
Guests  
Each Day

**c1,300**   
School  
Children  
Visited

Supported by  
a Team of  
**40**   
Volunteers

Who Donated  
**550**   
Hours  
Across 27 Days

## Interactions

**560**   
Cathedral  
Guides Taken

**2,200**   
What's On  
Guides  
Distributed

**1,835**   
Activity  
Sheets  
Completed

**5,000**   
Candles Lit

**285**   
Entries into  
Photography  
Competition

**10,142**   
Photography  
Exhibition Votes

  
**BLACKBURN  
CATHEDRAL**