



## 300 million visitors to the Eiffel Tower since 1889

### The Tower celebrates on 28th September!

To celebrate welcoming 300 million visitors since opening to the public in 1889, the Eiffel Tower is putting on an exceptional entertainment programme on Thursday 28th September.

The perfect occasion to give thanks to those who have paid the Tower a visit over the years, as well as to reach out to the millions of other visitors still to come!



#### Music on every floor

From 6 pm to 11 pm, the Tower will come alive with music across all floors, thanks to a partnership with the Regional Conservatory of Paris: a jazz band on the forecourt, trumpeters on the 2<sup>nd</sup> floor, and a flute quartet at the summit.

And from 8 pm to 11 pm, Parisian and Paris-region clubbers take note: the monument's 1<sup>st</sup> floor will play host to a free DJ set. (line-up: Louise Chen, Jean Tonique, Isa GT, Michel D and Riks)



SOCIÉTÉ  
D'EXPLOITATION  
DE LA  
TOUR EIFFEL

### A giant photo wall as a mark of your presence

Throughout the day, visitors will be invited to take part in our photo challenge on the forecourt. The concept: get a photo taken of yourself at the Eiffel Tower and attach it to a 12-metre long wall, which will eventually spell out the message "300,000,000 thank yous!" Those who take part will all leave with a copy of their photo, immortalising their presence on this exceptional day.

### And a special light show at the Tower for a celebration to remember

A light show will be specially created for the event as a thank you to the Tower's visitors. It will take place every 30 minutes from 7:30 pm until midnight.

## PRACTICAL INFORMATION

Free access to all events for all ticket-holding visitors.

Exceptional free access to the 1<sup>st</sup> floor for the DJ set via the stairs for the first 1,500 entrants from 19:30

*The Eiffel Tower is open daily from 9:30 am to 11:45 pm.*

*Lift ticket (up to the 2<sup>nd</sup> floor): Adults €11 - Youth (12-24 years) €8.50 - Children (4-11 years) €4*

*Stairs ticket (up to the 2<sup>nd</sup> floor): Adults €7 - Youth (12-24 years) €5 - Children (4-11 years) €3*

*Free entry for children under 4.*

### About the Société d'Exploitation de la Tour Eiffel (Eiffel Tower Operating Company)

SETE is a local public company whose capital is 60% owned by the City of Paris and 40% by the Department of Paris. Its Board of Directors is chaired by Bernard Gaudillère, Councillor of Paris.

SETE, which has around 340 employees and achieved a 77.8 million euro turnover in 2016, is headed by Anne Yannic.

## PRESS CONTACT

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