

Sacramento Museum Day February 4, 2012



“Sacramento Museum Day” Returns February 4 With Free or Half-Priced Admission to 28 Sites! *14th Annual Museum Day Event Presented by Sacramento Association of Museums and Proudly Supported by Umpqua Bank*

SACRAMENTO, Calif. (December 26, 2011) -- After a record-breaking attendance of more than 115,000 visitors last year, 28 Sacramento area museums will offer free or half-priced admission all day on Saturday, February 4, 2011, during the 14th Annual Sacramento Museum Day. New this year, 26 of the 28 museums will offer free admission whereas two destinations located in residential areas -- the Sacramento Zoo and Fairytale Town -- will offer half-priced admission to offset parking control and security costs. This hugely popular community event is presented by the Sacramento Association of Museums (SAM) and proudly supported by Umpqua Bank. Sacramento Museum event hours are 10 a.m. to 5 p.m. (with the last guests admitted at 4 p.m.).

Sacramento Museum Day, a popular Sacramento cultural tradition, is designed to encourage all members of the community to experience the Capital City's incredible wealth of art, history, science and wildlife -- at little or no cost.

“After our record-breaking attendance last year, the momentum continues as more and more community members are discovering the amazing array of arts, culture and museum offerings available in the Sacramento region,” said Sacramento Association of Museums Chair Roxanne Yonn. “Due to the overwhelming popularity of Sacramento Museum Day, we’ve made some changes this year that we hope will encourage visitors to explore a museum they haven’t been before to gain a new perspective and appreciation for what our diverse and rich community has to offer.”

Event coordinators suggest that guests plan to visit no more than two or three different museums on this day in order to allow adequate time to enjoy the experience and to travel between individual sites. And, since some museums must limit the number of admissions for safety reasons, guests are asked to check out detailed Sacramento Museum Day information online at www.sacmuseums.org prior to the event.

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While admission is free at 26 of the participating museums during Sacramento Museum Day, admission to two destinations located in residential areas are half-priced as follows: Sacramento Zoo is \$5.50 for adults, \$3.50 for children ages 2-11 and free for children under two; Fairytale Town is \$2.25 for everyone and free for children under two years of age.

More detailed information about participating museums, suggested parking and public transit options is available at www.sacmuseums.org (click on “Events”), or by calling the Sacramento Convention & Visitors Bureau at (916) 808-7777.

Sacramento Museum Day 2012 is proudly supported by active and engaged community partners. In addition to title sponsor Umpqua Bank, other sponsors include FOX40, KSEG 96.9 FM, *Outword Magazine*, the Sacramento Convention & Visitors Bureau, Sacramento Regional Transit and STAR 106.5 FM.

Participating Museums for Sacramento Museum Day 2012:

Aerospace Museum of California – California Automobile Museum - California Foundry History Museum – California State Military Museum – California State Capitol Museum – The California Museum – California State Indian Museum – California State Railroad Museum – Center for Contemporary Art – Crocker Art Museum – Discovery Museum Science and Space Center – Don & June Salvatori California Pharmacy Museum – Fairytale Town – Folsom History Museum – Governor’s Mansion State Historic Park – Heidrick Ag History Center (Woodland) – Leland Stanford Mansion State Historic Park – Museum of Medical History – Old Sacramento Schoolhouse Museum – Old Sacramento State Historic Park – Sacramento Children’s Museum – Sacramento Zoo – Sacramento Historic City Cemetery – Sacramento History Museum – Sojourner Truth Multicultural Arts Museum – Sutter’s Fort State Historic Park – Wells Fargo History Museum (Capitol Mall) – Wells Fargo History Museum (Old Sacramento)

About the Sacramento Association of Museums (SAM)

Comprised of 28 greater Sacramento area museums working in partnership with the Sacramento Convention & Visitors Bureau, SAM’s mission is to raise awareness of local museums by giving the community the opportunity to discover California’s fine art, history, science and wildlife treasures. SAM achieves its mission through implementing cooperative promotions and developing strategic marketing alliances, by encouraging sharing of knowledge and resources among its partner institutions, and by conducting Sacramento Museum Day each year.

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