

DRAFT FOR APPROVAL

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Some things in life are free...

MUSEUMTK Signs On For *Smithsonian* Magazine's Museum Day 2008

—*Fourth Annual Museum Day Features
Free General Admission on September 27, 2008*—

—[[*TAILORED SUBHEADTK ON MUSEUM FEATURES/EXHIBITS*]]—

DATELINETK (DATE TK)—On Saturday, September 27, 2008, MuseumTK will participate in the fourth annual Museum Day, presented by *Smithsonian* magazine. Museum Day is a day when museums and cultural institutions nationwide open their doors free of charge to *Smithsonian* magazine readers and Smithsonian.com visitors. A celebration of culture, learning and the dissemination of knowledge, *Smithsonian's* Museum Day reflects the spirit of the magazine, and emulates the free-admission policy of the Smithsonian Institution's Washington, DC-based properties.

“QUOTE FROM SPOKESPERSON DISCUSSING WHY THEY FEEL IT IS IMPORTANT TO BE INVOLVED WITH MUSEUM DAY,” said MUSEUM SPOKESPERSON TK.

INFORMATION/BACKGROUND ON MUSEUM AND ITS EXHIBITS.

Last year, upwards of 100,000 people attended Museum Day. All 50 states plus Puerto Rico were represented by 651 participating museums.

Attendees must present *Smithsonian* magazine's Museum Day Admission Card to gain free entry to participating institutions. The Museum Day Admission Card will be available in the September 2008 issue of *Smithsonian* magazine and a downloadable version is available on the Museum Day website at TK. The general public is welcome to participate by going to the Smithsonian.com website and downloading the Museum Day Admission Card. Listings and links to other participating museums' and sponsors' sites can be found at TK.

MUSEUM BOILERPLATE TK

About Smithsonian

Founded in 1970 with the launch of *Smithsonian* magazine, Smithsonian Media—comprising *Smithsonian* magazine, *Air & Space*, goSmithsonian, Smithsonian Publishing Digital Network,

Smithsonian Books and advertising for Smithsonian Channel—allows the intellectually curious to indulge and engage their passions for history, the arts, science, the natural world, culture and travel. Smithsonian Media’s flagship publication, *Smithsonian* magazine, has a circulation of more than two million. This multimedia network is also affiliated with the world’s most visited museum and research complexes at the Smithsonian Institution. For more information, visit www.smithsonian.com, www.airandspacemag.com, and www.gosmithsonian.com.

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