



MEDIA RELEASE

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Free Tuesday Policy Temporarily Changed

San Diego, CA; June 2, 2006—The San Diego Natural History Museum and the San Diego Air & Space Museum (formerly the Aerospace Museum) are launching a new effort to explore how to provide the maximum benefit of Balboa Park museums to the local community, as well as support Balboa Park institutions financially. Beginning in July these two museums will host Free Tuesdays exclusively for San Diego City and County residents and all active-duty military. Out-of-town visitors will pay the regular admission rate.

Free Tuesdays were designed as a “thank you” to the residents of San Diego City and County for their support—through donations, membership, volunteerism and taxes. Traditionally, Balboa Park museums have offered free admission to all visitors on alternating Tuesdays. The San Diego Natural History Museum’s free day is the first of each month and the San Diego Air & Space Museum’s is the fourth.

“The City has temporarily granted the museums the option of charging out-of-town guests on Free Tuesdays. The Natural History Museum and the Air & Space Museum are the first to take advantage of this opportunity. These free days stretch museums’ capacity, and, when crowded, the visitor experience may be negatively affected. We hope that this policy change will spread paying visitors throughout the week, creating a more even flow and putting the Museum’s best foot forward for all of our visitors,” stated Dr. Michael (Mick) Hager, executive director of the San Diego Natural History Museum.

“Free Tuesdays, which are extremely popular with the public, have raised economic concerns for Balboa Park institutions, many of which rely on funds generated through admission. The Balboa Park Cultural Partnership wants to explore ways to continue to serve the public as well as support the Park’s institutions. This new effort is an attempt to offer the maximum visitor experience and, at the same time, support the financial needs of these institutions,” says Executive Director David A. Lang.

At the San Diego Natural History Museum, tickets for giant-screen films will still be \$4 on Free Tuesdays for San Diego City and County residents and active military. Films are included in paid admissions for out-of-town visitors.

For more information about the San Diego Natural History Museum, visit www.sdnhm.org. For more information about the San Diego Air & Space Museum, visit www.aerospacemuseum.org. For more information about the Balboa Park Cultural Partnership, visit www.bpcp.org.