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Contact: [Delle Willett](mailto:Delle.Willett@sdnhm.org), 619.255.0244

**San Diego Natural History Museum Offers Free Admission
on *Smithsonian Magazine's* 5th Annual Museum Day**
Museum Day 2009 Poised to be Largest to Date

San Diego, Sept. 1—On Saturday, September 26, 2009, the San Diego Natural History Museum will participate in the fifth annual Museum Day, presented by *Smithsonian* magazine. 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. ***Doors will be open free of charge to Smithsonian magazine readers and Smithsonian.com visitors*** at museums and cultural institutions nationwide. Last year, upwards of 200,000 people attended Museum Day, with all 50 states plus Puerto Rico represented by over 900 participating museums, including 84 Smithsonian affiliate museums. This year, the magazine expects to attract over 1,000 museums.

“The San Diego Natural History Museum’s affiliation with the Smithsonian stretches back many years. Some of the documents detailing earliest explorations of Baja California are archived in both of our collections. Our participation in *Smithsonian Magazine's* Museum Day also highlights our ongoing partnership. For example, our new gems and minerals exhibition slated to open next May will feature several spectacular specimens from the Smithsonian’s collection, says Museum President and CEO, Michael Hager, Ph.D.

Current exhibitions include *FOSSIL MYSTERIES*, a 75-million-year journey featuring real fossils unearthed in this region by Museum paleontologists; *WATER: A CALIFORNIA STORY*, focusing on water issues and challenges of the region; *BAJA CALIFORNIA*, imagery by *National Geographic* photographer, author and expedition leader Ralph Lee Hopkins. And hourly films in the Museum’s giant-screen theater. Additionally, the Museum is featuring Gunther von Hagens’ *BODY WORLDS & THE BRAIN*, *OUR THREE POUND GEM*, which is up-charged and not included in the free-day offer.

Interested visitors can click on www.smithsonian.com/museumday to download a Museum Day Admission Card, or find it in the September 2009 issue of *Smithsonian*. Attendees must present the Museum Day Admission Card to gain free entry to participating institutions. Each card provides

museum access for two people, and one admission card is permitted per household. Listings and links to participating museums' can also be found at www.smithsonian.com/museumday.

The San Diego Natural History Museum is located at the intersection of Park Blvd. and Village Place in Balboa Park. It is open daily from 10 AM to 5 PM. Exhibitions, films, admission prices and driving directions are online at www.sdnhm.org.

About Smithsonian Media

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.airspacemag.com, and www.gosmithsonian.com

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