

MEDIA RELEASE

The Studio Museum in Harlem
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The Studio Museum in Harlem Joins Smithsonian Magazine's National Museum Day Live! Free Admission for All Participants



Smithsonian magazine
museum
day live!

NEW YORK, NY, September 10, 2012—On Saturday September 29, 2012, The Studio Museum in Harlem will open its doors free of charge along with over 1,400 other participating venues for the eighth annual Museum Day Live! This immensely successful program, in which the Studio Museum will emulate the free admission policy of the Smithsonian Institution's Washington, D.C.-based facilities, encourages learning and the spread of knowledge nationwide.

Inclusive by design, Museum Day Live! fulfills Smithsonian Media's mission to make cultural education accessible to everyone. For one day only, the Studio Museum will grant free access to visitors who download a Museum Day Live! ticket at Smithsonian.com. Last year's event drew over 350,000 museum-goers, and this year's Museum Day Live! is expected to attract close to 400,000 participants.

The Museum Day Live! Ticket will be available to download beginning in August at Smithsonian.com/museumday. Visitors who present the Museum Day Live! Ticket will gain free entrance for two at participating venues for one day only. One ticket is permitted per household, per email address. For more information about Museum Day Live! 2012 and a list of participating museums and cultural institutions, please visit Smithsonian.com/museumday.

About Smithsonian Media

Smithsonian Media comprises of its flagship publication, Smithsonian magazine, as well as Air & Space, goSmithsonian, Smithsonian Media Digital Network, and the Smithsonian Channel. Smithsonian Media is a division of Smithsonian Enterprises, the revenue-generating business unit of the Smithsonian Institution. The Smithsonian Institution is the world's largest museum and research complex consisting of 19 museums and galleries, the National Zoological Park and nine research facilities. Approximately 30 million people from around the world visit the museums annually.

About The Studio Museum in Harlem

Founded in 1968, The Studio Museum in Harlem is a contemporary art museum that focuses on the work of artists of African descent locally, nationally and globally, as well as work that has been inspired and influenced by African-American culture. The Museum is committed to serving as a unique resource in the local community, and in national and international arenas, by making artworks and exhibitions concrete and personal for each viewer.

Hours and Admission

The Studio Museum is open Thursday and Friday, noon-9pm; Saturday, 10am-6pm; Sunday, noon-6pm. The museum is closed to the public but available for school and group tours on Monday, Tuesday, and Wednesday. Museum admission is by suggested donation: \$7 for adults, \$3 for students (with valid id) and seniors. Free for children 12 and under. Sundays are free at the Studio Museum, thanks to generous support from Target. For more information visit studiomuseum.org.

The Studio Museum in Harlem is supported, in part, with public funds provided by the following government agencies and elected representatives: The New York City Department of Cultural Affairs; New York State Council on the Arts, a state agency; National Endowment for the Arts; Assemblyman Keith L. T. Wright, 70th A.D.; The City of New York; Council Member Inez E. Dickens, 9th Council District, Speaker Christine Quinn and the New York City Council; and Manhattan Borough President Scott M. Stringer.