THE California MUSEUM

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The California Museum announces Mayor Kevin Johnson and Lisa Ling as 2011 California Hall of Fame co-emcees

Sacramento natives welcome the community to attend newly expanded induction ceremony at Memorial Auditorium on December 8th

SACRAMENTO, CALIF. – Nov. 14, 2011: The California Museum, home of the California Hall of Fame, announced that Sacramento Mayor Kevin Johnson and Museum Board of Trustees member Lisa Ling will co-emcee the 2011 California Hall of Fame on December 8th. The two Sacramento natives were selected to welcome local residents, who can attend the newly expanded induction ceremony at Memorial Auditorium by becoming California Hall of Fame-level members of The California Museum.

"As Mayor of California's capital, it's a privilege to emcee the California Hall of Fame alongside Lisa Ling," said Mayor Kevin Johnson. "The contributions made by this year's honorees reflect the best of our country, and their success stories truly exemplify the California dream. As a third generation Sacramento native, I couldn't be more excited to have the opportunity to recognize these remarkable men and women in my hometown."

From 2006-2010, the California Hall of Fame induction ceremony was held in The California Museum's auditorium, which has a maximum occupancy of 258. As a result, attendance was limited to inductees, state officials and premier sponsors of The California Museum. The event was moved to Memorial Auditorium earlier this year to allow seating for up to 3,000, including California Hall of Fame-level members of The California Museum.

"The California Hall of Fame was designed to be our largest annual fundraiser, which finances all of our programming for the entire year," said Dori Dennis Moorehead, Executive Director of The California Museum. "Our mission is to engage, enlighten and inspire area students with California's amazing stories, as seen in our history-focused exhibits and educational programming. Becoming a member helps us further our mission to provide resources for Sacramento teachers and students, and the California Hall of Fame level offers the community the first opportunity to attend an official state ceremony while supporting a local cause. Best of all, memberships are 100% tax deductible."

In addition to a tax deduction, California Hall of Fame-level memberships provide free admission to The California Museum for one year, invitation to all Museum events for one year and reciprocal benefits at institutions across America. The first 750 members to pledge new support or upgrade their existing membership will receive a seat to attend the 2011 California Hall of Fame on December 8th. Two levels are available to choose from: the Individual level at $125.00 with one seat and the Dual/Household-level at $250.00 with two seats. In addition, new members may also arrange for five monthly payment installments if they pledge their support by Friday, November 18th.

Continuing the tradition of honoring legendary trailblazers who embody the Golden State's innovative spirit, the California Hall of Fame highlights a broad range of the state's achievements by honoring the citizens who have

- *more* -

impacted the world with courage, determination and creativity in the fields of science, philanthropy, sports, business, entertainment, literature, fitness, technology, activism and politics. The list of Californians scheduled to be honored by Governor Edmund G. Brown, Jr. and First Lady Anne Brown with the presentation of *Spirit of California* medals in the 2011 ceremony includes:

- Moon explorer and astronaut **Buzz Aldrin**
- Surf rock legends **The Beach Boys**
- Nobel Prize-winning scientist **Dr. Elizabeth Blackburn**
- Community activist **Father Gregory Boyle**
- Entrepreneurs and philanthropists **Doris and Donald Fisher**
- Basketball superstar **Earvin "Magic" Johnson**
- Disability rights advocate **Ed Roberts**
- Guitar visionary **Carlos Santana**
- Celebrated contemporary novelist **Amy Tan**
- California Supreme Court Justice **Roger Traynor**

All living inductees and families of posthumous recipients will attend.

To date, the 2011 California Hall of Fame presenting sponsors are:

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Exclusive multimedia partner

For more information, inductee biographies and press images, download the 2011 California Hall of Fame press kit available online at CaliforniaMuseum.org/About/Press-center.

ABOUT THE CALIFORNIA MUSEUM

The California Museum – home of the California Hall of Fame – engages, educates and enlightens people about California's rich history and its unique contribution to the world through ideas, innovation, art and culture. Through captivating, interactive and innovative experiences, the Museum seeks to inspire men, women and children to dream the California dream and dare to make their mark on history. Open Mon.-Sat. 10:00 a.m.-5:00 p.m.; Sun. 12:00 p.m.-5:00 p.m. Adults: $8.50, Students/Seniors: $7.00 with valid ID; Youth: 6-17: $6.00; Children 5 & under: free. For more information, please visit: CaliforniaMuseum.org.

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