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TARGET FAMILY SATURDAY – APRIL 25, 2009
Free Admission at The California Museum
Family Day Features California's Endangered Animals

(Sacramento, CA) – Families can enjoy free admission on Target Family Saturday: California Critters and Crawlers at The California Museum on April 25, 10am-3pm. Inspired by Earth Month (April) and focused toward families looking for cost-effective entertainment, the Museum has partnered with Northern California organizations, like the Monterey Bay Aquarium, the Sacramento Zoo and the Department of Fish and Game to showcase the state's native and endangered creatures. Endangered species like the state's official reptile, the Desert Tortoise, predatory birds and others will make an appearance to highlight the growing threat of losing California's natural habitats. The Museum will also have arts and crafts, educational booths, face painting and entertainer Francie Dillon to charm the crowds.

The California Museum's partnership with Target began in March of 2008 when Target issued a grant to fund free admission programming to families, which Target renewed in 2009. The inaugural event on March 15, 2008 celebrated the exhibit opening of "California Canines: Dogs with Jobs" and drew in over 2,000 visitors to the Museum. The Museum attracted approximately 4,500 guests for Sacramento's Free Museum day on February 7th, which was a 20% increase from the previous year, thus demonstrating the need for free family programming in Sacramento. The Museum has a second Target day planned for the autumn featuring California's musical diversity.

WHAT: Target Family Saturday: California Critters and Crawlers
Free admission at The California Museum
Partner organizations include: the Monterey Bay Aquarium, the Sacramento Zoo, California Department of Fish and Game, the Sierra Club, Save Our Sandhill Cranes and the Cosumnes River Preserve

WHEN: Saturday, April 25, 2009
10:00 am to 3:00 pm

WHERE: The California Museum
1020 O Street, (corner of 10th & O Streets) Sacramento, CA
(916) 653-7524; californiamuseum.org

About The California Museum

The California Museum – home of the California Hall of Fame and California Legacy Trails – 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 a.m.-5 p.m., Sun. Noon-5 p.m.; Adults \$8.50, Students/Seniors (with valid I.D.) \$7, Children 6-13 \$6.00; Free for Children 5 and Younger. Parking is free on the weekends. CaliforniaMuseum.org

About Target

Minneapolis-based Target serves guests at 1,591 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

