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FOR IMMEDIATE RELEASE
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TARGET FAMILY SATURDAY – SEPT. 19TH
Free Admission Day at The California Museum
Highlights California’s Musical Diversity

(Sacramento, Calif.) – The California Museum, in partnership with Target, will continue its free admission family program on Saturday, September 19th highlighting California’s diverse musical heritage. Inspired by California Hall of Fame inductees Dave Brubeck and Quincy Jones, “Musical California” will feature a variety of local music groups, a kid-friendly interactive musical instrument “petting zoo,” a California-themed karaoke lounge, crafts and games with prizes, and a gift from Target (while supplies last).

The Golden State has a great history of unique musical styles and trends, unmatched anywhere in the United States. From rock to jazz, classic to Native American, “Musical California” will be a treat for every musical taste. In the past two years, The California Museum has featured dogs with jobs, photography and native wildlife while attracting thousands of visitors to the Target Family Saturdays. The Museum believes that the story of California should be accessible to everyone and that the state’s story should be told in many different ways. By creating events that are fun, cost-effective, and educational, the Museum seeks to fulfill its mission to inspire young and old.

WHAT: Target Family Saturday: Musical California, free admission at The California Museum
Performers include:

- Children’s entertainer Francie Dillon
- Red Circle with War Cloud, Native American drum group with dancers
- Camellia String Quartet
- Natural Drift (Bluegrass)
- Off to California (Gold Rush minstrel group)
- Sacramento Blues Society, with GG Amos and Taki Komori

Disney’s Rockin Road Crew will be at the Museum to play games, give swag bags, and perform scenes from *High School Musical*. 11:30am to 1pm.

WHEN: Saturday, September 19, 2009
10:00 am to 3:00 pm

WHERE: The California Museum, 1020 O Street, (corner of 10th & O Streets) Sacramento, CA –
Free parking on the weekends, (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.