



Dare to Make History

1020 O Street • Sacramento, CA 95814 • www.californiamuseum.org

(916) 653-7524 • fax: (916) 653-0314

FOR IMMEDIATE RELEASE:
September 30, 2008

Contact: Kelly Ann Bitz
(916) 653-5864

Ashley S. Robinson
(916) 651-3030

TARGET FAMILY FUN DAY – SATURDAY, OCTOBER 4, 2008
Free Admission at The California Museum
Family Day Inspired by California Hall of Fame Inductee Ansel Adams

(Sacramento, CA) – Families can enjoy free admission at *Target Family Fun Day: Photo Magic* at The California Museum on October 4, 10am-3pm. Inspired by 2007 California Hall of Fame inductee Ansel Adams, this activity filled day includes: stepping into a life-size Camera Obscura to discover how a camera works; creating a photo collage using the sun's rays; painting with recycled materials; and personalizing a family photo album. Guests are encouraged to bring their cameras to capture some great photo opportunities in front of "Only in California" scenes. The first 500 families will receive a free gift from Family Fun Day sponsor Target.

The California Museum's partnership with Target began in March of 2008 when Target issued a grant to fund special art and cultural programming to families and youth and provide free admission on specific Saturdays. The initial event on March 15th celebrated the exhibit opening of *California Canines: Dogs with Jobs* with over 2,000 visitors to the Museum.

WHAT: *Target Family Fun Day: Photo Magic*, inspired by Ansel Adams
FREE ADMISSION

WHEN: Saturday, October 4
10am – 3pm

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

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 Tues.- Sat. 10 a.m.-5 p.m., Sun. Noon-5 p.m.; Adults \$7.50, Students/Seniors (with valid I.D.) \$6, Children 6-13 \$5.00; Free for Children 5 and Younger. Parking is free on the weekends. www.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.

#