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FOR IMMEDIATE RELEASE
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**THE CALIFORNIA MUSEUM PARTNERS WITH SMITHSONIAN
FOR FIRST SACRAMENTO MUSEUM DAY SPONSORED BY NATIONAL INSTITUTION**

Free General Admission on Saturday, September 27, 2008

(Sacramento, CA) – On Saturday, September 27, 2008, The California Museum will participate in the fourth annual Museum Day, presented by *Smithsonian* magazine. Museum Day is a day when museums and cultural institutions nationwide open their doors free of charge to *Smithsonian* magazine readers and Smithsonian.com visitors. A celebration of culture, learning and the dissemination of knowledge, *Smithsonian's* Museum Day reflects the spirit of the magazine and emulates the free-admission policy of the Smithsonian Institution's Washington, DC-based properties.

The California Museum, home of the California Hall of Fame is the only museum that provides insight into California's legacy by uniquely showcasing the stories of inspirational people and events. The Smithsonian Institute and The California Museum share the same mission of providing creative, timely and interactive exhibits hallmarking the culture of Americans, making this partnership special and unique.

Attendees must present *Smithsonian* magazine's Museum Day Admission Card to gain free entry to participating institutions. The Museum Day Admission Card is available in the September 2008 issue of *Smithsonian* magazine and a downloadable version is available on the Museum Day website, which can be accessed at www.californiamuseum.org.

WHAT: Smithsonian Museum Day - FREE ADMISSION

WHEN: Saturday, September 27th - 10am to 5pm

WHERE: The California Museum - 1020 O Street (corner of 10th and O), Sacramento, CA 95814

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 Smithsonian

Founded in 1970 with the launch of Smithsonian magazine, Smithsonian Media – comprising Smithsonian magazine, Air & Space, goSmithsonian, Smithsonian Publishing Digital Network, Smithsonian Books and advertising for Smithsonian Channel – allows the intellectually curious to indulge and engage their passions for history, the arts, science, the natural world, culture and travel. Smithsonian Media's flagship publication, Smithsonian magazine has a circulation of more than two million. This multimedia network is also affiliated with the world's most visited museum and research complexes at the Smithsonian Institution. For more information, visit www.smithsonian.com, www.airandspacemag.com, and www.gosmithsonian.com.