

Media Advisory

FOR IMMEDIATE RELEASE
February 2, 2008

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TARGET FREE SATURDAY - March 15, 2008 *At The California Museum* *Celebrating the exhibit "California Canines: Dogs with Jobs"*

The California Museum presents **TARGET FREE SATURDAY**, March 15th from 10am to 3pm, featuring a full day of Family Fun Activities and **FREE ADMISSION**. Celebrating the opening of the exhibit "California Canines: Dogs with Jobs," man's best friend shows off talents at **TARGET FREE SATURDAY** including demonstrations by service and assistance dogs, hands on crafts, story time, and dog training tips. Target's costumed character dog, Bullseye, will greet visitors and provide a photo memory of the day. Sponsored by Target.

What: TARGET FREE SATURDAY
FREE ADMISSION

- Interactive demonstrations and activities of service and assistance dogs
 - Guide Dogs for the Blind - trainer will showcase how puppies are trained to become guide dogs.
 - Canine Companions for Independence (CCI) - three on-site trainings with volunteer interpreters.
 - California Highway Patrol (CHP) - CHP dogs will demonstrate how they help keep our communities safe.
 - California Rescue Dog Association (CARDA) - handlers demonstrate the abilities of search and rescue dogs through hide and seek interactives with visitors.
 - 60th Security Forces Squadron Military Working Dogs from Travis Air Force Base will demonstrate how dogs work side-by-side with military personal.
 - Children's entertainer Francie Dillion will delight visitors of all ages with her songs about dogs
 - Performance Dogs in Action will bring border collies to show herding and agility skills that help support California's agriculture.
 - Learn how you can help animals in need with the Sacramento SPCA.
- Hands-on craft projects to learn more about California's working dogs Visitors can create their own doggie bank to save their pennies for a service dog organization; make their own set of doggy ears; and build a service dog puppet.
- Stories featuring dogs with jobs will be told at 1pm
- Meet Target's costumed character, Bullseye, and take home a photo memory

When: Saturday, March 15, 2008
10:00 a.m. to 3:00 p.m.

Where: The California Museum for History, Women & the Arts

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

Parking is FREE on Saturdays and Sundays.

About The California Museum

The California Museum for History, Women and the Arts -- home of the California Hall of Fame -- is a cultural destination dedicated to telling the rich history of California and its unique influence on the world of ideas, innovation, art and culture. We advance our mission to inspire through educating tens of thousands of school children; sharing California's rich art, history and cultural legacy with world visitors through dynamic exhibits; and serving as a public forum and international meeting place.

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 (Closed Major Holidays). The Museum will be open both December 24th and December 31st, Noon-5 p.m.

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.

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