

# MUSEUM MARKETING ROUNDTABLE

## FOR IMMEDIATE RELEASE:

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## **Los Angeles Museums Band Together for MUSEUMS FREE-FOR-ALL Free Admission Days January 28<sup>th</sup> and 29<sup>th</sup>, 2012**

In a joint effort to present the arts and culture to the diverse and myriad communities in Southern California, the Museum Marketing Roundtable announces the seventh annual 'Museums Free-For-All' Saturday-Sunday, January 28<sup>th</sup> and 29<sup>th</sup>, 2012. The museums—presenting art, cultural heritage, natural history, and science—will open their doors wide and invite visitors free of charge.\*

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| <b>The Annenberg Space for Photography</b>   | <b>Both Days</b>                              |
| <b>Autry National Center</b>   | <b>Both Days</b>                              |
| <b>California African American Museum</b>  | <b>Both Days</b>                              |
| <b>California Science Center</b>   | <b>Both Days</b>                              |
| <b>Chinese American Museum of Los Angeles</b>  | <b>Both Days</b>                              |
| <b>Fowler Museum at UCLA</b>   | <b>Both Days</b>                              |
| <b>The Hammer Museum</b>   | <b>Both Days</b>                              |
| <b>The Getty Center</b>  | <b>Both Days</b>                              |
| <b>The Getty Villa**</b>   | <b>Both Days</b>                              |
| <b>Laguna Art Museum</b>   | <b>Both Days</b>                              |
| <b>Los Angeles Fire Department Museum and Memorial<br/>(Hollywood and San Pedro)</b> | <b>Saturday, January 28<sup>th</sup> ONLY</b> |
| <b>The Museum of Tolerance</b>   | <b>Sunday, January 29, ONLY</b>               |
| <b>The Museum of Contemporary Art</b>  | <b>Saturday, January 28 ONLY</b>              |
| <b>Museum of Latin American Art</b>  | <b>Both Days</b>                              |
| <b>Pasadena Museum of California Art</b>   | <b>Both Days</b>                              |
| <b>Santa Monica Museum of Art</b>  | <b>Saturday, January 28<sup>th</sup> ONLY</b> |
| <b>Skirball Cultural Center***</b>   | <b>Saturday, January 28<sup>th</sup> ONLY</b> |
| <b>Zimmer Children's Museum</b>  | <b>Sunday, January 29<sup>th</sup> ONLY</b>   |

\*Regular parking fees apply. General museum admission only. May not apply to ticketed exhibitions.

\*\*Timed tickets are required. Visit [www.getty.edu](http://www.getty.edu).

\*\*\*Timed entry to the *Noah's Ark* exhibition will be on a walk-up, first-come, first-serve basis on this date

**When:** Saturday, January 28<sup>th</sup>, and/or Sunday, January 29<sup>th</sup> (see exact dates per institution above)

**How:** Public information: [www.museumsla.org](http://www.museumsla.org).

The Museum Marketing Roundtable (MMR) brings together the diverse museum marketing community of Los Angeles to raise awareness, increase visitation, and membership in museums in the Los Angeles metropolitan area. The MMR provides opportunities to leverage our collective strengths, using institutional cooperation as a means to expand our reach to potential visitors. The MMR provides individual members opportunities for learning and personal interaction to enhance communication and marketing skills.