



NEWS RELEASE

For Immediate Release

Some things in life are free...
MAM signs on for *Smithsonian* Magazine's Museum
Day 2008
September 27, 2008, 11 AM - 5 PM

Missoula, MT / September 27, 2008 / Missoula Art Museum (MAM) / On Saturday, September 27, 2008, MAM 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 and Missoula Art Museum.

Last year, upwards of 100,000 people attended Museum Day. All 50 states plus Puerto Rico were represented by 651 participating museums.

Admission to MAM is always free but attendees must present the *Smithsonian* magazine Museum Day Card at MAM to receive a free gift. The Museum Day Admission Card is available in the September 2008 issue of *Smithsonian* magazine. The public may also go to the Smithsonian.com website and downloading the Museum Day Card.

MAM has extended the *Vitals Signs* and *Root Orbit* exhibitions and will have special events for visitors all day. Admission at MAM is always FREE thanks to the generous support of MAM members and donors.

Contact: For more information please contact the Missoula Art Museum at 406-728-0447, visit the MAM website at www.missoulaartmuseum.org or contact Katie Stanton, Marketing and Communications Director, katies@missoulaartmuseum.org, 406.728.0447 x231.

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About MAM: FREE EXPRESSION / FREE ADMISSION. MAM educates, challenges and inspires the community through contemporary art. MAM preserves our emerging cultural heritage through the development and conservation of its art collection. Founded in 1975 and accredited by the American Association of Museums since 1987, MAM showcases diverse and thought-provoking contemporary artwork from local and international artists. Gallery Hours: Tues-Fri, 11AM-5PM, Sat, 10AM-5PM. Office hours: Mon-Fri, 9AM-5PM.