

EVERHART MUSEUM

NATURAL HISTORY, SCIENCE & ART

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For Immediate Release

Press Photographs are Available Upon Request

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Everhart Museum to Participate in *Smithsonian Magazine's* Annual Museum Day 2009

Scranton – September 2, 2009: On Saturday, September 26, 2009, the Everhart 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 subscribers. 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.

"We are delighted to participate in Museum Day 2009 which provides a benefit to visitors of The Everhart Museum. By embracing the *Smithsonian* magazine program, we extend the Museum's continued efforts to reach a broader audience by offering a complimentary opportunity to experience the vast array of treasures housed at the Museum," declared Mark DeStefano, Everhart Museum Board Chairman.

Founded in 1908, the Everhart Museum of Natural History, Science & Art is the largest general museum in Northeastern Pennsylvania. Located in Nay Aug Park in Scranton, the Everhart Museum is a not-for-profit institution dedicated to the collection, care and display of a diverse array of artifacts. The Everhart Museum encourages visitors to explore the disciplines of science, natural history, culture and art through varied exhibitions, multi-generational programming, hands-on activities and special events. Through its wide-ranging exhibits and programs, the Everhart Museum is an invaluable regional resource for educational and cultural opportunities.

Last year, upwards of 200,000 people attended Museum Day, with all 50 states plus Puerto Rico represented by over 900 participating museums, including 84 Smithsonian affiliate museums. This year, the magazine expects to attract over 1,000 museums. Attendees must present the Museum Day Admission Card to gain free entry to participating institutions. Each card provides museum access for two people, and one admission card is permitted per household. Listings and links to participating museums' can also be found at www.smithsonian.com/museumday.

The Everhart Museum is open: noon-4:00 p.m. Thursday, Friday and Monday; 10:00 a.m.-5:00 p.m. on Saturday; and noon-5:00 p.m. on Sunday. Admission is \$5/adults, \$3/students & seniors, \$2/children 6-12, and free to Everhart Museum members. For more information, contact the museum at 570-346-7186 or email general.information@everhart-museum.org.

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About the Everhart Museum: Founded in 1908, the Everhart Museum of Natural History, Science & Art is the largest general museum in Northeastern Pennsylvania. The Everhart Museum, located in Nay Aug Park in Scranton, is a not-for-profit institution dedicated to the collection, care and display of a diverse array of artifacts, including natural history, science and fine arts. Through our exhibits and programs, the Everhart Museum has become an invaluable regional resource for educational and cultural opportunities. General support for the museum is received from the Lackawanna County Office of Education & Culture, the Pennsylvania Council on the Arts, and the City of Scranton. For more information on the museum visit our website at www.everhart-museum.org or contact us at 570-346-7186.

About Smithsonian Media: 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.airandspace.com and www.gosmithsonian.com.