

EVERHART MUSEUM

NATURAL HISTORY, SCIENCE & ART

1901 Mulberry Street, Scranton, PA 18510

[tel] 570-346-7186 [fax] 570-346-0652 [web] www.everhart-museum.org

For Immediate Release

Press Photographs are Available Upon Request

Contact: Lauren White at 570-346-7186 or public.relations@everhart-museum.org

Some things in life are free...

Everhart Museum Signs on for *Smithsonian Magazine's* Museum Day 2008

—Fourth Annual Museum Day Features Free General Admission on September 27, 2008—

Scranton – August 26, 2008: On Saturday, September 27, 2008, 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 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.

"We are delighted to be able to participate in Museum Day 2008 which provides a benefit to visitors of The Everhart Museum. By embracing the Smithsonian magazine program, we extend the Museum's year long efforts to reach a broader audience by offering another complimentary opportunity to experience the treasures currently housed at the Museum; already this year the Museum has hosted the U.S. Navy Band Sea Chanters concert, Community Day and Ice Cream Social, all of which were without charge to the public. During the month of August, children ages 16 and under have been admitted free of charge to the Museum as well," 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 100,000 people attended Museum Day. All 50 states plus Puerto Rico were represented by 651 participating museums. Attendees must present *Smithsonian* magazine's Museum Day Admission Card to gain free entry to participating institutions. The Museum Day Admission Card will be available in the September 2008 issue of *Smithsonian* magazine and a downloadable version is available on the Museum Day website: www.smithsonianmag.com. The general public is welcome to participate by going to the Smithsonian.com website and downloading the Museum Day Admission Card. Listings and links to other participating museums' and sponsors' sites can be found at www.smithsonianmag.com.

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.airandspacemag.com and www.gosmithsonian.com.