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Museum Day Live!

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Herbert Hoover Museum Joins *Smithsonian Magazine's* National Museum Day Live! Free Admission for All Participants

See Celebrating Fifty Years!

West Branch, Iowa,—On Saturday September 29, 2012, Herbert Hoover Presidential Library-Museum will open its doors free of charge along with over 1,400 other participating venues for the eighth annual Museum Day Live! This immensely successful program, in which each museum will emulate the free admission policy of the Smithsonian Institution's Washington, D.C.-based facilities, encourages learning and the spread of knowledge nationwide.

Inclusive by design, Museum Day Live! fulfills Smithsonian Media's mission to make cultural education accessible to everyone. For one day only, the Herbert Hoover Presidential Museum will grant free access to visitors who download a Museum Day Live! ticket at Smithsonian.com. Last year's event drew over 350,000 museum-goers, and this year's Museum Day Live! is expected to attract close to 400,000 participants.

"It is an honor for the Hoover Museum to partner with such an incredible institution as the Smithsonian. We are pleased to offer free admission to all who participate in Museum Day," said Hoover Museum spokesperson, Janlyn Slach.

The Herbert Hoover Presidential Library-Museum is one of thirteen presidential museums run by the National Archives and Records Administration. The galleries tell the life and times of Iowa's only born president, as well as a large temporary gallery with the current exhibit, Celebrating 50 Years. The Hoover Library-Museum is unique because it sits on the grounds of the Hoover National Historic Site where visitors can also see Hoover's Birthplace Cottage, Quaker Meeting House, Blacksmith Shop, Schoolhouse and the gravesites of Herbert and Lou Henry Hoover.

The Museum Day Live! Ticket will be available to download at Smithsonian.com/museumday. Visitors who present the Museum Day Live! Ticket will gain free entrance for two at participating venues for one day only. One ticket is permitted per household, per email address. For more information about Museum Day Live! 2012 and a list of participating museums and cultural institutions, please visit Smithsonian.com/museumday.

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