



Smithsonian magazine
museum day

FOR IMMEDIATE RELEASE

CONTACT:

Adam Daley, The Rosen Group, *for Smithsonian Magazine Museum Day*
646.695.7043 adam@rosengrouppr.com

Kristin Aguilera, Deputy Director, Museum of American Finance
212.908.4695 kaguilera@moaf.org

**Museum of American Finance Offers Free Admission on
Smithsonian Magazine's Seventh Annual Museum Day**

--Museum Day 2011 Poised to be Largest to Date--

New York, NY — On Saturday, September 24, 2011, the Museum of American Finance will participate in the seventh annual Museum Day. The Museum will join other participating museums and cultural institutions nationwide to open their doors free of charge to all visitors who download the Museum Day Ticket from Smithsonian.com. Museum Day is a celebration of the dissemination of knowledge to anyone and everyone interested, without a price tag, emulating the free admission policy of the Smithsonian Institution's Washington, DC-based facilities.

With support from CITGO, Museum Day 2011 is poised to be the largest to date, outdoing last year's record-breaking event. In 2010, museum goers downloaded 227,747 tickets resulting in more than 500,000 museum-goers visiting over 1,300 venues in all 50 states, Washington, DC and Puerto Rico.

Museum Day will give visitors the opportunity to see the Museum of American Finance's popular "Scandal! Financial Crime, Chicanery and Corruption that Rocked America" exhibit during the final month of its run. Also on exhibit for Museum Day will be "Alexander Hamilton: Lineage and Legacy" and "Tracking the Credit Crisis," as well as the Museum's permanent exhibits on the Financial Markets, Money, Banking and Entrepreneurship. All exhibits will be free to Museum Day ticket holders.

This year Susan G. Komen for the Cure® is participating in Museum Day and museum visitors will be encouraged to donate to this leading global breast cancer organization.

The Museum Day Ticket is available to download at www.smithsonian.com/museumday. A list of participating museums is available at <http://www.smithsonianmag.com/museumday/venues/>. Visitors who present the official pass will gain free admission for two people to participating museums and cultural venues. One ticket is permitted per household, per email address. For more information about *Smithsonian* magazine Museum Day 2011 and links to participating museums' and supporters' sites, please visit Smithsonian.com/museumday.

About the Museum of American Finance

The Museum of American Finance, an affiliate of the Smithsonian Institution, is the nation's only public museum dedicated to finance, entrepreneurship and the open market system. With its extensive collection of financial documents and objects, its seminars and educational programming, its publication and oral history program, the Museum portrays the breadth and richness of American financial history, achievement and practices. The Museum is located at 48 Wall Street, on the corner of William Street, and is open Tues–Sat, 10 am – 4 pm. For more information, visit www.moaf.org or connect with the Museum on Facebook or Twitter.

About Smithsonian Media

Smithsonian Media comprises *Smithsonian* magazine, *Air & Space*, goSmithsonian, Smithsonian Media Digital Network and the Smithsonian Channel. Smithsonian Media's flagship publication, *Smithsonian* magazine, is one of the nation's largest magazines with a circulation of more than 2 million and nearly 7 million readers. Smithsonian Media is a division of Smithsonian Enterprises, the revenue-generating business unit of the Smithsonian Institution. The Smithsonian Institution is the world's largest museum and research complex consisting of 19 museums and galleries, the National Zoological Park and nine research facilities. Approximately 30 million people from around the world visited the Smithsonian in 2010.

###