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

LOS ANGELES, CALIF.—On Sunday, September 30, 2012, the Zimmer Children's Museum will open its doors free of charge for the eighth annual Museum Day Live! Museum Day Live! occurs on Saturday, September 29, but the Zimmer will honor the ticket on the following day. This immensely successful program, in which the Zimmer 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 Zimmer 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.

The Museum Day Live! Ticket is 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.

About Smithsonian Media

Smithsonian Media comprises of its flagship publication, Smithsonian magazine, as well as Air & Space, goSmithsonian, Smithsonian Media Digital Network, and the Smithsonian Channel. 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 visit the museums annually.

About the Zimmer Children's Museum

The Zimmer Children's Museum is a nonprofit cultural institution located on Museum Row in Los Angeles, featuring hands-on exhibits for children ages 0-8 to explore BIG IDEAS in creative and inspiring settings. The Zimmer is also the only museum dedicated specifically to kids and families in Los Angeles. The Zimmer Children's Museum is dedicated to teaching people about the BIG IDEAS of global citizenship, community responsibility, and cultural sensitivity. Our mission is to promote values that help make a better society through interactive learning, creative self-expression and art experiences for children. For more details about the museum and its programs and events, please visit <http://www.zimmermuseum.org>.