



**FOR IMMEDIATE RELEASE**

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**TK Museum Offers Free Admission on  
Smithsonian Magazine's 5<sup>th</sup> Annual Museum Day**  
*--Museum Day 2009 Poised to be Largest to Date--*

*Desert Botanical Garden Welcomes Smithsonian Visitors*

**LOCATION AND DATELINE TK**—On Saturday, September 26, 2009, Desert Botanical Garden will participate in the fifth annual Museum Day, presented by *Smithsonian* magazine. 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. Doors will be open free of charge to *Smithsonian* magazine readers and Smithsonian.com visitors at museums and cultural institutions nationwide.

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.

"The Garden is please to partner with *Smithsonian* magazine to celebrate our community's culture and to make it accessible to everyone," said John Sallot, marketing manager for Desert Botanical Garden.

Visit [www.smithsonian.com/museumday](http://www.smithsonian.com/museumday) to download your Museum Day Admission Card. 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](http://www.smithsonian.com/museumday).

**About Desert Botanical Garden**

A "Phoenix Point of Pride," the Desert Botanical Garden is one of only a few botanical gardens accredited by the American Association of Museums. It is a privately funded, non-profit organization and depends on revenues from admissions and gift shop sales, as well as contributions from individuals and businesses to fund its programs of environmental education, plant conservation and research.

### **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](http://www.smithsonian.com), [www.airspacemag.com](http://www.airspacemag.com), and [www.gosmithsonian.com](http://www.gosmithsonian.com)

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