

Palm Springs Art Museum to Participate in National Program To Offer Free Admission to Military Personnel and their Families

National "Blue Star Museums" Program Involves More Than 1,300 Museums That Will Offer Free Admission to Military Personnel and their Families from Memorial Day through Labor Day 2011

May 23, 2011 (Palm Springs, CA) – The Palm Springs Art Museum has joined more than 1,300 other national museums to offer free admission to military personnel and their families through the "Blue Star Museums" program, organized by the National Endowment for the Arts (NEA). This program was designed to demonstrate to the members serving in the United States armed forces and their families that museums across the country appreciate the many sacrifices military make for their country. The official launch of the national program will be announced in San Diego on May 24 at a press event hosted by San Diego Mayor Jerry Sanders and featuring appearance by NEA Chairman Rocco Landesman and Blue Star Families Chairman Kathy Roth-Douquet. The complete list of participating museums is available at www.arts.gov.

"The Palm Springs Art Museum already offers free admission to active military personnel and their families on an ongoing basis, so we are very pleased to participate in this national program," said Scott Schroeder, Director of Membership and Development. "Men and women in all branches of the national armed forces are welcome to visit the Palm Springs Art Museum any day for free of charge."

"America's museums are proud to join the rest of the country in thanking our military personnel and their families for their service and sacrifice," said NEA Chairman Rocco Landesman. "I cannot imagine a better way to do that than welcoming them in to explore and enjoy the extraordinary cultural heritage our museums present. The works of art on view this summer will certainly inspire and challenge viewers – and sometimes they will just be a great deal of fun."

"There have always been wonderful examples of partnerships between museums and military installations, but the scale of this gift from the museum community to military families is thrilling," said Blue Star Families Chairman Kathy Roth-Douquet. "Military families work hard for this country, and it is gratifying for us to be recognized for that. We anticipate that thousands of military families will participate in the program and visit museums this summer – many of them for the first time. Blue Star Families will work hard to help our military families make the most of these opportunities."

About Blue Star Museums

The Blue Star Museums program runs from Memorial Day, May 31, 2011 through to Labor Day, September 6, 2011. The free admission program is available to any bearer of a Geneva Convention Common Access Card (CAC), A DD Form 1173 ID Card, or a DD Form 1173-1 ID Card, which includes active duty military and their immediate family members, Army, Navy, Air Force, Marines, Coast Guard, National Guard, and Reserve. To find out which museums are

participating, visit www.arts.gov/bluestarmuseums. The site includes a list of participating museums and a map to help with visit planning.

About the National Endowment for the Arts

The NEA is a public agency dedicated to supporting excellence in the arts – both new and established – bringing the arts to all Americans, and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Arts Endowment is the largest annual national funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases. For more information, please visit www.arts.gov.

About the Palm Springs Art Museum

The Palm Springs Art Museum's main facility is located in downtown Palm Springs in a 150,000 square foot architecturally-significant building and features compelling exhibitions and a robust permanent collection of modern, contemporary, Western and Native American, Mesoamerican and glass art in 28 spacious galleries and in its two outdoor sculpture gardens. The museum offers educational lectures, films and an assortment of programs and art workshops for all ages. For more information, call 760.322.4800 or visit www.psmuseum.org.

For additional information about the national program, contact Sally Gifford at 202-682-5606 or giffords@arts.gov

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