

# SoCal MUSEUMS

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SoCal Museums Announces the 14th Annual

## MUSEUMS FREE-FOR-ALL

Free Admission Days on  
Saturday, February 2 and Sunday, February 3, 2019



Kidspace Children's Museum; Autry Museum of the American West; Hammer Museum

**Los Angeles, CA (January 8, 2019)**—SoCal Museums announces the **14th Annual Museums Free-for-All** on Saturday, February 2 and Sunday, February 3, 2019. Over forty museums—presenting art, cultural heritage, natural history, and science—will open their doors and invite visitors to attend free of charge.

“For fourteen years, this event has brought many thousands of additional visitors from across the region to our exciting and vital museums. It’s a special weekend that invites Southern Californians and others to branch out and explore museums they may have never before visited, or to return to familiar spots,” says **Jennifer Caballero**, SoCal Museums President and Marketing Director at the Skirball Cultural Center. “We are thrilled to continue this tradition, which helps keep Southern California culture accessible to all.”

The Free-for-All also serves as a reminder that free visitor days are available year-round at museums across Southern California. A calendar of free days can be found at [socialmuseums.org/free](http://socialmuseums.org/free).

This offer is for general museum admission only and does not apply to specially ticketed exhibitions. Regular parking fees apply at each museum. Consult individual museum websites for hours, directions, and other visitor information. Please note which days museums are participating below:

## **Both Saturday and Sunday**

**Armory Center for the Arts**  
**Automobile Driving Museum**  
**The Broad**

*(Free advance general admission tickets strongly recommended to avoid waiting in the standby line. Visit [www.thebroad.org](http://www.thebroad.org) to make a reservation.)*

**California African American Museum**  
**California Science Center**

*(General admission only. A timed reservation with a convenience fee is required for Space Shuttle Endeavour.)*

**Craft and Folk Art Museum**  
**Forest Lawn Museum**

**Fowler Museum at UCLA**

**Frederick R. Weisman Museum of Art**

**The Getty Center**

**The Getty Villa**

*(Timed tickets are required for the Getty Villa. Visit [www.getty.edu](http://www.getty.edu) to make a reservation.)*

**Hammer Museum**

**Institute of Contemporary Art, Los Angeles**

**Laguna Art Museum**

**La Plaza de Cultura y Artes**

**Los Angeles Contemporary Exhibitions**

**Los Angeles Museum of the Holocaust**

**The Museum of Contemporary Art**

**Orange County Museum of Art**

**Pomona College Museum of Art**

**Sunnylands Center & Gardens**

**USC Pacific Asia Museum**

## **Saturday Only**

**Academy Museum of Motion Pictures**

*(Opening late 2019; Free-for-All pop-up accessible via Los Angeles County Museum of Art)*

**Autry Museum of the American West**

**Columbia Memorial Space Center**

**Descanso Gardens**

*(Free tickets available at [descansogardens.org/tickets](http://descansogardens.org/tickets).)*

**Japanese American National Museum**

*(Free tickets available at [janm.org/freeforall](http://janm.org/freeforall).)*

**Kidspace Museum**

**La Brea Tar Pits and Museum**

*(General admission only; free tickets available at [tarpits.org/freeforall](http://tarpits.org/freeforall).)*

**Los Angeles County Museum of Art**

**Rancho Santa Ana Botanic Garden**

**Santa Barbara Museum of Natural History and Sea Center**

**Santa Barbara Museum of Art  
USC Fisher Museum of Art  
Wende Museum of the Cold War**

**Sunday Only**

**Bowers Museum**

**Muckenthaler Cultural Center**

**Museum of Latin American Art**

**Museum of Tolerance**

**Natural History Museum of Los Angeles County**

*(General admission only; free tickets available at [nhm.org/freeforall](http://nhm.org/freeforall).)*

**Palm Springs Art Museum**

**Skirball Cultural Center**

*(Noah's Ark timed-entry, one-hour tickets are limited and distributed first-come, first-served.)*

**The University Art Museum at California State University, Long Beach**

**Valley Relics Museum**

**Zimmer Children's Museum by Sharewell**

**When:** Saturday, February 2 and Sunday, February 3

**More information:** [SoCalMuseums.org](http://SoCalMuseums.org)

**SoCal Museums (SCM)** is a group of marketing and communications professionals from museums all over Southern California. The mission of the organization is to foster dialogue between marketing and communications museum professionals in Southern California in order to learn from each other, network, conceptualize and execute ways to increase visitation to and awareness of museums in Southern California, and develop collaborative opportunities between museums.