

# SoCal MUSEUMS

**Media Contact:** Emma Jacobson-Sive  
323.842.2064 | [emma@ejs-media.com](mailto:emma@ejs-media.com)

SoCal Museums Announces the 15th Annual

## MUSEUMS FREE-FOR-ALL

Free Admission at over 40 Institutions  
Saturday, January 25, 2020



Image captions: Santa Barbara Museum of Natural History, Orange County Museum of Art, California African American Museum

**Los Angeles, CA** (November 6, 2019)— SoCal Museums announces the **15th Annual Museums Free-for-All** on Saturday, January 25, 2020. Over 40 museums—presenting art, cultural heritage, natural history, and science—will open their doors and invite visitors to attend free of charge.

“We’re proud to celebrate 15 years of Free-for-All, welcoming visitors across Southern California to enjoy a wide variety of museums. It’s a great chance to revisit old favorites or discover something new,” said **Jennifer Caballero**, SoCal Museums President and Marketing Director at the Skirball Cultural Center. “I’m always impressed by the range of cultural offerings. From cars to Cold War artifacts to modern art, there’s something for everyone.”

Museums 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.

## **Participating Museums**

**Academy Museum of Motion Pictures  
American Museum of Ceramic Art  
Automobile Driving Museum  
Autry Museum of the American West  
Bowers Museum  
The Broad  
California African American Museum  
California Science Center  
Cayton Children's Museum  
Columbia Memorial Space Center  
Craft Contemporary  
Descanso Gardens  
Forest Lawn Museum  
Fowler Museum at UCLA  
Frederick R. Weisman Museum of Art  
Getty Center Museum  
Getty Villa Museum  
Glendora Historical Society  
Hammer Museum  
Heroes Hall Veterans Museum  
ICA LA  
Japanese American National Museum  
Kidspace Children's Museum  
La Brea Tar Pits  
LA Plaza de Cultura y Artes  
LACMA**

**Los Angeles County Fire Museum  
Los Angeles Museum of the  
Holocaust  
MOCA (Museum of Contemporary  
Art, Los Angeles)  
Muckenthaler Cultural Center  
Natural History Museum of Los  
Angeles County  
OCMA (Orange County Museum of  
Art)  
Pomona College Museum of Art  
Rancho Santa Ana Botanic Garden  
Santa Barbara Historical Museum  
Santa Barbara Museum of Art  
Santa Barbara Museum of Natural  
History**

*(Please note free admission is for the museum  
only, not the Sea Center.)*

**Skirball Cultural Center  
Sunnylands Center & Gardens  
The International Printing Museum  
The Wende Museum  
Torrance Art Museum  
USC Fisher Museum of Art  
USC Pacific Asia Museum  
Valley Relics Museum**

**When:** Saturday, January 25

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

## **Museum of Tolerance\***

*\*Participating on Sunday, January 26 only*

**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.

####