

# Historical Museum of Southern Florida

**For Immediate Release:**  
September 21, 2009

**Contact:**  
Victoria Cervantes  
[v.cervantes@hmsf.org](mailto:v.cervantes@hmsf.org)  
305-375-4141

## **HISTORICAL MUSEUM OF SOUTHERN FLORIDA OFFERS FREE ADMISSION ON SMITHSONIAN MAGAZINE'S 5<sup>th</sup> ANNUAL MUSEUM DAY**

*Explore over 10,000 Years of South Florida History All in One Afternoon*

**(Miami, FL)** – On Saturday, September 26, 2009, the [Historical Museum of Southern Florida](http://www.hmsf.org) 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 Washington, DC-based Smithsonian properties. Doors will be open free of charge to Smithsonian magazine readers and [Smithsonian.com](http://www.smithsonian.com) visitors at museums and cultural institutions nationwide.

Last year, upwards of 20,000 people attended [Museum Day](http://www.smithsonianmag.com), 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.

Attendees must present the Museum Day Admission Card to gain free entry to participating institutions. The Museum Day Admission Card will be available in the September 2009 issue of Smithsonian magazine and a downloadable version is available on the Museum Day Web site at <http://www.smithsonianmag.com>. The general public is welcome to participate by going to the [Smithsonians.com](http://www.smithsonians.com) Web site and downloading the Museum Day Admission Card.

### **About the Historical Museum of Southern Florida**

Founded in 1940, the Historical Museum of Southern Florida (HMSF) is one of the largest private, regional history museums in the country. HMSF reaches out to a vast and culturally diverse audience through its exhibitions, educational programs, special events and publications. Hours of operation are Monday - Saturday 10 a.m. - 5 p.m., third Thursdays 10 a.m. - 9 p.m. and Sunday noon - 5 p.m. Visit <http://www.hmsf.org>.

###