

FOR IMMEDIATE RELEASE

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**SIX SAN DIEGO MUSEUMS ANNOUNCE PARTICIPATION IN ‘MUSEUMS FOR ALL’**

*Program adds accessibility to cultural institutions with free or deeply discounted admission*

**SAN DIEGO, CA**—Today, the San Diego Natural History Museum (The Nat) and five additional San Diego museums announced their participation in [‘Museums for All,’](#) a signature access program of the [Association of Children’s Museums \(ACM\)](#) and the [Institute of Museum and Library Services \(IMLS\)](#) to encourage families of all backgrounds to visit museums regularly and build lifelong museum habits.

The program enables low-income families to visit the museums below year-round for a minimal fee per person or free admission with the presentation of an Electronic Benefits Transfer (EBT), Supplemental Nutrition Assistance Program (SNAP), or Women, Infants & Children (WIC) card. ‘Museums for All’ is part of each participating museum’s broad commitment to seek, include, and welcome all.

“We are proud to participate in ‘Museums for All’ for many reasons, chief among them being increased museum access,” said Judy Gradwohl, president and CEO at The Nat. “This program will help serve those who are interested in visiting but lack the financial means to do so. Our hope is that ‘Museums for All’ will help encourage more people to enjoy the rich museum experiences we offer in San Diego.”

Participating museums include:

1. [San Diego Natural History Museum \(The Nat\)](#) – free admission for up to four people with presentation of EBT, WIC, or SNAP card
2. [Museum of Contemporary Art San Diego - Downtown](#) – free admission for up to four people with presentation of EBT or SNAP card
3. [Museum of Making Music](#) – \$1 per person with presentation of EBT or SNAP card
4. [The New Children's Museum](#) – \$1 per person with presentation of EBT card
5. [San Diego Children's Discovery Museum](#) – \$1 per person with presentation of EBT, WIC, or SNAP card; and discounted memberships as part of the museum’s [Access for All Initiative](#)
6. [San Diego History Center](#) – free admission with presentation of EBT or WIC card

The ‘Museums for All’ initiative represents a major stride toward providing the valuable learning resources of museums for more children and parents, especially those living in poverty. Originally started by children’s museums, the ‘Museums for All’ program is now being embraced by a variety of museums nationwide thereby allowing them to further expand their reach and impact.

“ACM is proud to partner with IMLS on this initiative that has facilitated more than one million visits since its start,” said ACM Executive Director Laura Huerta Migus. “It’s inspiring to see so many museums

join ‘Museums for All’ as part of a unified community effort led by local institutions—like this group of six San Diego museums committed to access and equity.”

For additional information about ‘Museums for All,’ please visit [ACM’s website](#).

#### **About the San Diego Natural History Museum (The Nat)**

The San Diego Natural History Museum (The Nat) is the second oldest scientific institution in California and the third oldest west of the Mississippi. Founded in 1874 by a small group of citizen scientists, the Museum’s mission is to interpret the natural world through research, education, and exhibits; to promote understanding of the evolution and diversity of Southern California and the peninsula of Baja California, Mexico; and to inspire in all a respect for nature and the environment. The Museum is located at 1788 El Prado, San Diego, CA 92101 in Balboa Park and is open daily from 10 AM to 5 PM. For more information, call 877.946.7797 or visit [sdnat.org](http://sdnat.org). To stay up to date on Museum news, follow The Nat on [Instagram](#) and [Twitter](#) and join the discussion on [Facebook](#).

#### **About the Institute of Museum and Library Services (IMLS)**

The Institute of Museum and Library Services is the primary source of federal support for the nation's libraries and museums. We advance, support, and empower America’s museums, libraries, and related organizations through grantmaking, research, and policy development. Our vision is a nation where museums and libraries work together to transform the lives of individuals and communities. To learn more, visit [www.ims.gov](http://www.ims.gov) and follow us on [Facebook](#) and [Twitter](#).

#### **About Association of Children’s Museums (ACM)**

The Association of Children's Museums (ACM) champions children's museums worldwide. With more than 400 members in 48 states and 20 countries, ACM leverages the collective knowledge of children's museums through convening, sharing, and dissemination. Learn more at [www.ChildrensMuseums.org](http://www.ChildrensMuseums.org).