

**Southern California Museums Band Together
MUSEUMS FREE-FOR-ALL
Free Admission Day | Saturday, January 31, 2015**

In a joint effort to present the arts and culture to the diverse and myriad communities in Southern California, SoCal Museums announces the tenth annual “Museums Free-For-All” Saturday, January 31, 2015. Over twenty museums—presenting art, cultural heritage, natural history, and science—will open their doors and invite visitors free of charge. **This offer is for general museum admission only and does not apply to specially ticketed exhibitions. Regular parking fees apply.** Consult individual museum websites for hours and other visitor information. For the first-time ever, “Museums Free-For-All” will partner with Metro, encouraging visitors to Go Metro to explore the participating museums, many of which are a short walk away from Metro Bus or Rail. Go Metro to more museum destinations at metro.net/discounts.

Academy of Motion Picture Arts and Sciences

Annenberg Space for Photography

Armory Center for the Arts

California African American Museum

California Science Center

*(Offer valid for general admission only. Does not apply to specially ticketed exhibitions.
Timed reservations are required for space shuttle Endeavour.)*

Chinese American Museum

Craft Folk & Art Museum

Fowler Museum at UCLA

The Getty Center

The Getty Villa

(Timed tickets are required. Visit www.getty.edu.)

Hammer Museum

Los Angeles County Museum of Art (LACMA)

(Offer valid for general admission only. Does not apply to specially ticketed exhibitions.)

Los Angeles Fire Department Museum and Memorial

(Hollywood and San Pedro locations)

The Museum of Contemporary Art, Los Angeles (MOCA)

Museum of Latin American Art

Museum of Tolerance

(Closed on Saturdays, offering free admission on Sunday, February 1, 2015 as part of Museums Free-for-All.)

The Paley Center for Media

The Page Museum at the La Brea Tar Pits

Pasadena Museum of California Art

Santa Monica Museum of Art

Skirball Cultural Center

(Noah's Ark timed tickets will be available first-come, first-served, subject to availability.)

The Torrance Art Museum

USC Pacific Asia Museum

William S. Hart Museum

Zimmer Children's Museum

(Closed on Saturdays, offering free admission on Sunday, February 1, 2015 as part of Museums Free-for-All.)

When: Saturday, January 31, 2015 / **More information:** SoCalMuseums.org

SoCal Museums unites the diverse museums of Southern California in joint marketing and communication efforts to increase visitation and membership in museums in the Los Angeles metropolitan area. SoCal Museums leverages the museums' collective strengths, working together to reach current and potential museum goers.

