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Wisconsin Historical Museum Joins Smithsonian Magazine's 13th Annual Museum Day Live

Free Admission on September 23, 2017, with a Downloadable Museum Day Live! Ticket

Madison, Wis. – The Wisconsin Historical Museum will open its doors free of charge on Saturday September 23, 2017, as part of “Smithsonian magazine’s” thirteenth annual Museum Day Live!, an initiative in which participating museums across the United States emulate the spirit of the Smithsonian Institution’s Washington DC-based facilities, which offer free admission every day, and open their doors for free to those who download a Museum Day Live! ticket.

“The Wisconsin Historical Museum is pleased to participate in Museum Day Live! and we encourage community members, as well as visitors from afar, to come and experience the hands-on activities at the museum,” said Michael Hollander, Wisconsin Historical Museum director. “The Museum Day Live! event provides the public with an opportunity to explore the rich perspectives in learning that all museums share with their public.”

Smithsonian recognizes the extraordinary power of museums, and other cultural institutions, to provide visitors with insight and inspiration. The event represents a nationwide commitment to boundless curiosity and the pursuit of knowledge wherever you are. Over 200,000 people downloaded tickets for last year’s event, and this year’s event is expected to attract more museum-goers than ever before.

This year, Museum Day Live! will feature special interactive lesson plans created by Smithsonian in partnership with Microsoft using Minecraft: Education Edition. The Wisconsin Historical Museum will be able to utilize the Smithsonian material based lesson plans to enhance the Museum Day Live! experience.

Guests can enjoy family craft activities and engaging images at the new museum exhibit, “Wisconsin at Play.” This display and activity space highlights the popularity of Wisconsin’s recreational places, sports, and special events with fun, family-friendly activities and spectacular images from the collections of the Wisconsin Historical Society. Visitors of all ages can discover how Wisconsinites have relaxed, enjoyed athletic activities, and socialized through the years. “Wisconsin at Play” will be on display from June 20 through November 18 at the Wisconsin Historical Museum.

The Museum Day Live! ticket is available for download at Smithsonian.com/museumday. Visitors who present the Museum Day Live! ticket will gain free entrance for two at participating venues on September 23, 2017. One ticket per email address is permitted. For more information about Museum Day Live! 2017 and a full list of participating museums and cultural institutions, please visit Smithsonian.com/museumday. For more information, please visit Smithsonian.com/museumday.

About the Wisconsin Historical Museum

The Wisconsin Historical Museum, one of 12 Wisconsin Historical Society sites, is located at 30 N. Carroll St. on Madison's Capitol Square. The Museum features four floors of exhibition space and a unique museum store. The Wisconsin Historical Museum is open Tuesday-Saturday 9 am-4pm. All Wisconsin Historical Society members receive free admission. Admission is by suggested donation: Adults \$5, Children (5 and up) \$3. Call 608-264-6555 for more information, or visit us online at www.WisconsinHistoricalMuseum.org.

About Smithsonian Media

Smithsonian Media is comprised of its flagship publication, *Smithsonian* magazine, *Air & Space* magazine, Smithsonian Books, and the Smithsonian Media Digital Network. In addition, Smithsonian Media oversees the Smithsonian Institution's interest in the Smithsonian Channel, a joint venture between the Smithsonian Institution and CBS/Showtime. Smithsonian Media is a division of Smithsonian Enterprises, the revenue-generating business unit of the Smithsonian Institution. The Smithsonian Institution is the world's largest museum and research complex consisting of 20 museums and galleries, the National Zoological Park, and nine research facilities. Approximately 30 million people from around the world visit the museums annually. (smithsonian.com / si.edu)

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